

Electrical Merchandising

December, 1921

McGraw-Hill Company, Inc., New York

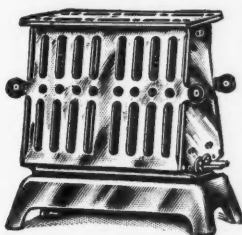
25 Cents



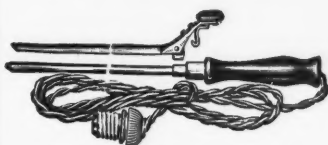
No. 1111—Heating Pad, \$8



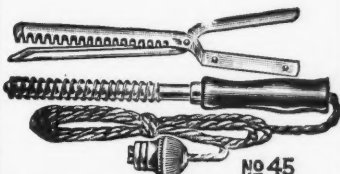
No. 11—Immersion Heater, \$4



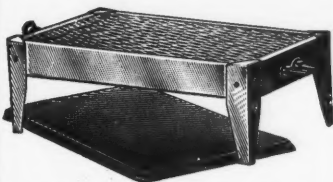
No. 66 Automatic Toaster, \$6



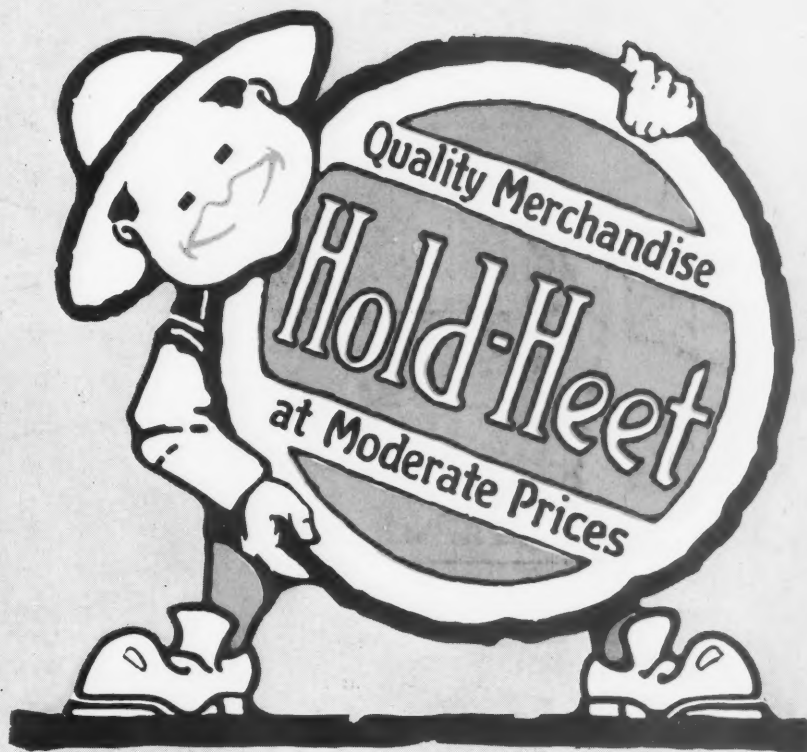
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The makers of HOLD-HEET Appliances wish to extend their thanks to Electrical Jobbers and Dealers for this, the biggest year in their history.

We believe that broad-gage service is an investment which pays big dividends. We prefer to take a loss if necessary in order to give the customer a square deal.

The fact that we have grown so tremendously is but a reflection of your appreciation of HOLD-HEET merchandise and service.

We trust as the years go on that HOLD-HEET will continue to find you the medium through which it reaches the user

RUSSELL ELECTRIC COMPANY

140 West Austin Avenue, Chicago, Ill.

Are These Among Your Assets?

ONCE MORE, the season of annual inventories is here.

Your ledgers will show your actual profit and loss for the past year, but what of your "intangible assets"—good will, public confidence, a reputation for fair dealing and honest values? These factors do not appear in the written business record, but they are vital assets when you build for the future.

Back of the local sales efforts of every Edison MAZDA Lamp Agent has been our national advertising. The eleven full pages in color in the Saturday Evening Post, shown here, played an important part in educating

the public to a consciousness of the necessity of good light, and the cumulative force of the campaign cannot be overlooked in taking stock of your profits and assets.

Their assistance may have been "intangible," but it was invaluable to every Edison MAZDA Lamp Agent.

The first of the new series of full page advertisements in color to be run in the Saturday Evening Post in 1922 will appear in the January 7th issue.

EDISON MAZDA LAMPS

EDISON LAMP WORKS OF GENERAL ELECTRIC COMPANY

Electrical Merchandising

Volume 26

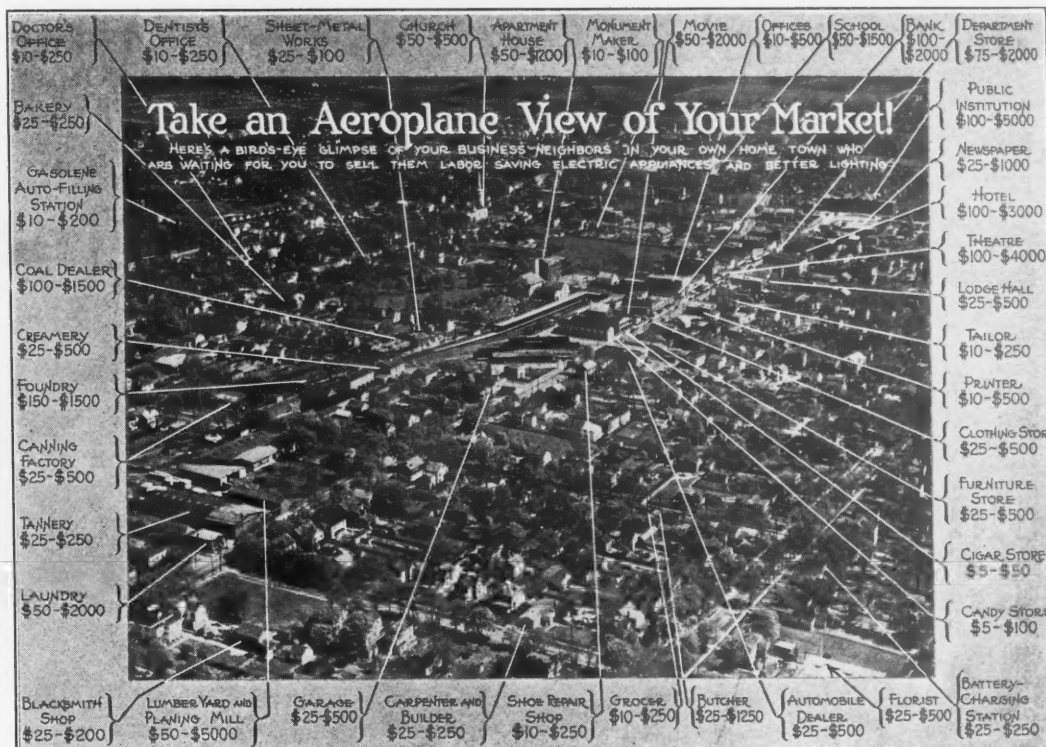
The Monthly Magazine of the Electrical Trade

Number 6

December, 1921

Our Market Study Idea Does Some Traveling

BACK IN JULY, 1921, *Electrical Merchandising* published a photograph with this title across its face: "Take an Aeroplane View of Your Market." The picture, was an aerial snapshot of an average sized town, and carried on its margin the names of the many local industries represented, with figures showing the value of electrical goods that aggressive salesmanship would place with each business establishment.



This plan for visualizing your market as a basis for intensive neighborhood merchandising will sell goods in the January lull quite as well as in the slack months of summer

AMONG THE MEN who read that July issue and studied the aerial photograph was an office specialty salesman in Indianapolis. He liked the idea so well that he hustled right out and secured an airspace of Indianapolis, marked on

it his own prospects and estimated the equipment which he felt he ought to sell to each.

AND IT HAPPENED that the office appliance salesman met a wearing apparel business stimulator and showed him the idea. Whereupon the salesman of good clothes bought an enlarged map of his own territory, marked all of his prospects and noted the business he was then getting, comparing it with the business he ought to get. As a result of his more intensive efforts, focussed on the smaller prospects by his labelled maps, the clothing man sold over \$800 worth of goods to a small department store, besides increasing the slope of his sales curve throughout his business hunting-ground. Whereupon a special bulletin of a drug jobbing house reproduced the aerial photograph from *Electrical Merchandising*, the enlarged map of the wearing apparel salesman, and recommended this sort of territory analysis to all its drug salesmen!

ALL OF WHICH goes to prove that *Electrical Merchandising's* creed that *intensive selling will sell* is a sound doctrine, whether applied to industrial motor devices, nifty male toggery, or effort savers for tired stenogs!

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ELECTRICAL MERCHANDISING

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Mr. Wanamaker
at eighty-five
(Photo copyrighted by
H. S. Hood, Phila.)

Hold Fast to Your Ideals

A New Year's Message
from the World's
Greatest Living Merchant
to the Merchants of the
World's Greatest Industry



IT IS to youth that ideals first belong, but hold fast to them all your life.

It is not only the young that undertake to abide by their ideals, but the great artists, the great writers, the great teachers, the great statesmen and the great business men.

The ideal is the mind's picture of the thing that ought to be done.

All that we have that is great, worth-while and enduring we have because someone lifted up his or her eyes to the vision of the ideal and then went to work with might and main to accomplish it.

There is altogether too much talk about the contrast between the "practical man" and the "idealist."

The most practical men I have ever known in business were the most enthusiastic idealists.

I have heard that there are some men in business who tell their young helpers that they must "lay aside their ideals and deal with business in a practical way."

It is the man of this same sort who says, "those idealists are always failures in business." My experience has not taught me that this is true. I have known idealists to fail, honorably, in business, and I have known practical business men to fail, sometimes not honorably, by the failure of their machinations.

I have known both kinds of men to succeed in business, but the greatest successes were men who were ardent idealists.

The reason is a simple one. It is that nothing can be built up powerfully and permanently unless there is an underlying foundation of principle.

John Wanamaker

Electrical Merchandising

The Monthly Magazine of the Electrical Trade

With which is incorporated ELECTRICAL MERCHANDISE

Volume 26

December, 1921

Number 6

Now Is the Time to Paint Up and Dress Up the Store

FOR CENTURIES after the first tricky cave man swapped off his cracked spear for a couple of fresh fish, it was customary in the business world to conceal a thousand stupidities, blunders and sins in merchandising policies and methods with a convenient brand of whitewash labelled "Let the buyer beware." That day of sharp practices among sellers has gone, let us hope, forever. The old spirit of go-to-the-devil indifference toward the buyer—who provides the market and pays the cost of doing business and digs up the profit—has in our generation given way to a new point of view which is expressed in the phrases: "Let the seller beware" and "He profits most who serves best."

"Let the seller beware" does not mean that the buyer will attempt to palm off a lead dollar for a perfectly good toaster cord or to slip anything over on the seller. It means rather that the seller must keep awake to the fact that the buyer holds the pocketbook and buys where he will, when he will, and what he will. Only when the seller remembers this and then plans to render a high degree of service to the customer can he be sure of doing a profitable business.

* * *

IF ELECTRICAL MERCHANDISERS, whether of wiring or supplies or appliances, will accept this fundamental principle and then apply it to the four walls, ceiling and floor that house their business, they may reasonably expect to earn a profit in 1922. Business begins in the store itself. The need and demand for what is sold exists usually before the store, and the opening of the store is an effort to supply the demand at a profit. The transaction is made in the store, and the store is the very heart and brain of the business.

Despite the fact that the last three years have seen the establishment of several thousand carefully planned, well arranged, and even beautiful electrical stores that are now beginning to yield a return on the investment, it is nevertheless a painful fact that the electrical in-

dustry is still handicapped and disgraced by hundreds of cluttered up, poorly lighted, unattractive, unplanned, inefficient places of business.

Let the electrical merchant begin 1922 by rehabilitating his store. Let the good word be "Paint up and dress up the store now." Better arrangement will follow. More business will come to the store. More profitable selling will be possible.

* * *

DURING 1922, the seven million wired homes must be re-lamped and equipped or re-equipped with appliances. There are fourteen million unwired homes from which profit-yielding demands should come to the electrical stores of the country—as fast as these homes are wired. There are two million homes to be built, wired and equipped with fixtures, lamps, and appliances. There are thousands of factories, schools, hospitals, stores, churches, railroads, farms, hotels and theaters to be serviced electrically in one way or another. Literally millions of sales will be made in electrical stores during 1922. But they will be made in stores operated by the electrical man who knows that his store is the best salesman on his payroll. They will be made in neat, well-arranged, attractive and efficient stores. So let the seller who runs an inefficient store beware. His suit for the buying public's favor is rejected before he begins to plead.

For his own good financially let the man who owns an electrical store give it an honest "once over" before Dec. 31, 1921. Then if the store cannot stand the challenge, let him clean it up, paint it, and dress it up before Jan. 31, 1922. For the sake of his own reputation, for the good name of business in his home town, and for the good name of the industry in which he has invested his life and from which he expects a fair return on his investment, let him clean up, paint up, and dress up his store. Only then may he expect to win the buying public, serve it best, and pocket his reward.

1922!

In the New World Era That Is Upon Us, the Order of the Day Includes Even the Solution of Long-Standing Problems and Trade Evils. What the Jobber, Manufacturer, Dealer, Contractor and Central Station May Look Forward to in the New Year. Appliance Sales Possibilities—and the Far-away Saturation Point

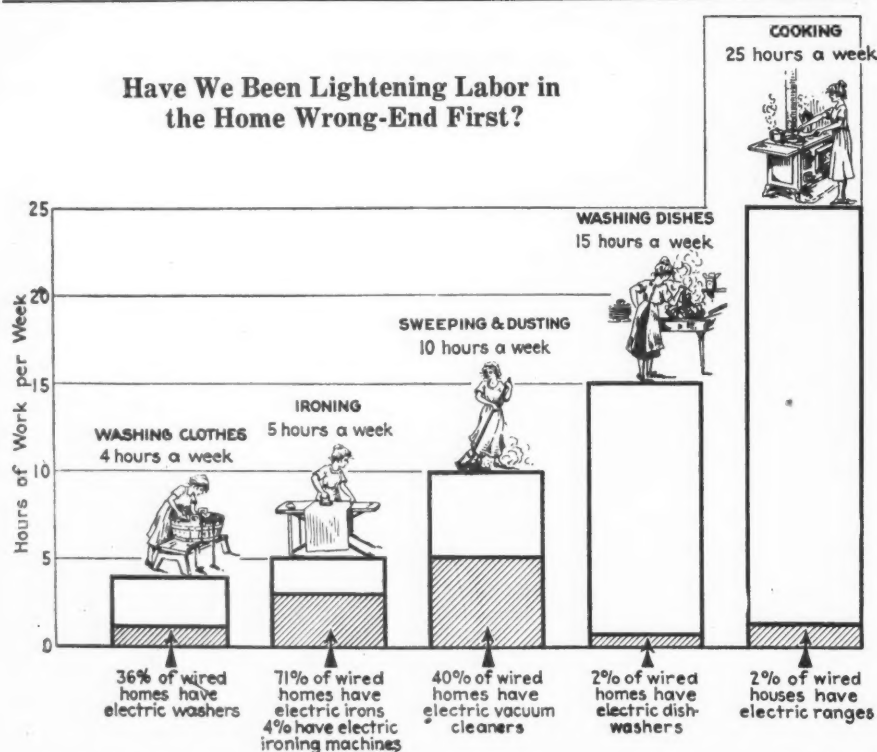
THE changing over of the calendar is no new experience to grown men. It happens every year. But there is something in the situation that surrounds us now that makes the near approach of 1922 a matter for consideration—yes, and for congratulation, too.

The world is just working out the most painful and difficult experience of all history. It was an experience that has effected every nation,

goods, but the working man is reluctant to scale down his war-time pay; and the manufacturer, the jobber and the dealer stand between in an uncomfortable and perilous position. It must be worked out somehow. Orders have been hard to get, and salesmen have fallen in the Bolshevistic habit of undercutting bids and prices, until much business is being done today without profit. It must be worked out somehow.

performing the economic function of the jobber, but are recognized by some group of manufacturers only because they seem to offer contact with some business. But they are complicating the situation, and a way must be found to work it out. And there are some central station policies that are doing harm, and there are some contractor-dealer policies that are doing harm, and ways must be found to work them out. We all know it and we are all talking about it.

Have We Been Lightening Labor in the Home Wrong-End First?



This sketch shows how the housewife's principal tasks divide her time—and how far the electrical industry has gotten, to date, in selling electrical labor-savers to perform those tasks.

For example, washing dishes takes *four times* as much time and looms *four times* as big to the woman, as does washing clothes—yet to date we have gone and sold two and a half million clothes washers, and yet only 100,000 dishwashers! Hasn't the work that is biggest in the housewife's scheme of

things, been overlooked in favor of the electrical labor-savers that were "easier to sell"?

The proportions in the chart are figured on the 7,000,000 wired homes only. There are today 14,000,000 other *unwired* houses—or two unwired houses for every one that is now wired for electricity—and these unwired houses are rapidly being gathered onto the central-station circuits at the rate of nearly one million a year! And 2,000,000 more homes are to be built!

every industry, and every individual. We in the electrical business have had all our affairs turned bottom-up and inside-out, like everybody else. It has resulted in chaotic conditions that confront us in many directions. The public demands lower-priced

Many manufacturers have, under these conditions, let down the bars of former principles and practice, and have competed on a tooth-and-nail basis. A way must be found to work it out. There are a number of jobbers today who are not really

In This New Age of the World, Traditions Must Go

And why are we talking about it so much right now? It is not because these things have never happened before. Price-cutting and combative competition used to be the order of the day. It is only in later years that the ideal of co-operation has come to be accepted—though not fully practiced by the industry. But the reason why we are so concerned about it now is the reason why there is a conference of the great nations of the world sitting right now in Washington, trying to find a way to limit armaments and put an end to war. It is because war's upheaval—international, economic and social—has borne down upon the mind of man the growing, spreading, deepening conviction that traditional evils *are not* irresistible, that wrongs *can* be made right, that bad things *must* be changed.

The people of the world are thinking today with a courage, a hopefulness and a persistence that has never been known before. And so things are happening and still more things are going to happen, for individual thinking is the greatest educator in the universe—because, when the masses of the people think, "*Above all things truth beareth away the victory*," as the Good Book says.

Now, here we stand, we men of the electrical business, with this eventful background behind us, this confusing present situation sur-

The Plumber Walks Off with 13 to 15 per Cent of the Owner's Housebuilding Appropriation—The Electrical Contractor Gets 1 to 3 per Cent—If He's Lucky



Statistics compiled by the government from the cost figures of thousands of average dwellings throughout the country, show that the average plumbing appropriation runs 13 to 15 per cent of the total cost of the building. The total electrical appropriation, on the other hand, runs from 1 to 3 per cent, the latter amount in the case of particularly well-planned installations. And this condition exists, let us remember, in

spite of the incomparably greater variety and usefulness of the devices which the electrical man has to offer his client. To correct this absurd condition our Pacific Coast friends use the argument that a man should spend on his electrical equipment for his home as much as he spends on his automobile, or, if we might amend, as much as he spends on his plumbing! The rest of the country may well adopt the argument.

rounding us and the new year 1922 ahead. With all these influences impinging on it, what is this new year going to mean to us? What is it going to bring to us? What are we going to do with it and with ourselves? It is not a matter for casual contemplation. It is not a matter for idle speculation. It is a problem that demands real study and analysis. It is an opportunity that cannot be developed without constructive planning and real preparation. And the questions are—What can we look for? What shall we do?

In the first place, I believe, we can unquestionably expect a steady, gradual improvement in general business. We will be operating for a good many years under a slowly falling market and we will be compelled to learn to do business in that way. Prices will maintain a downward trend and some day complete the cycle that for thirty years before the war's end had been slowly building up increasing costs—if history and the economists are not entirely wrong. But week by week and month by month business is growing better. Little by little we are feeling the good influence of more consumption, more demand, more production, more profit and more spending—and so business increases and improves.

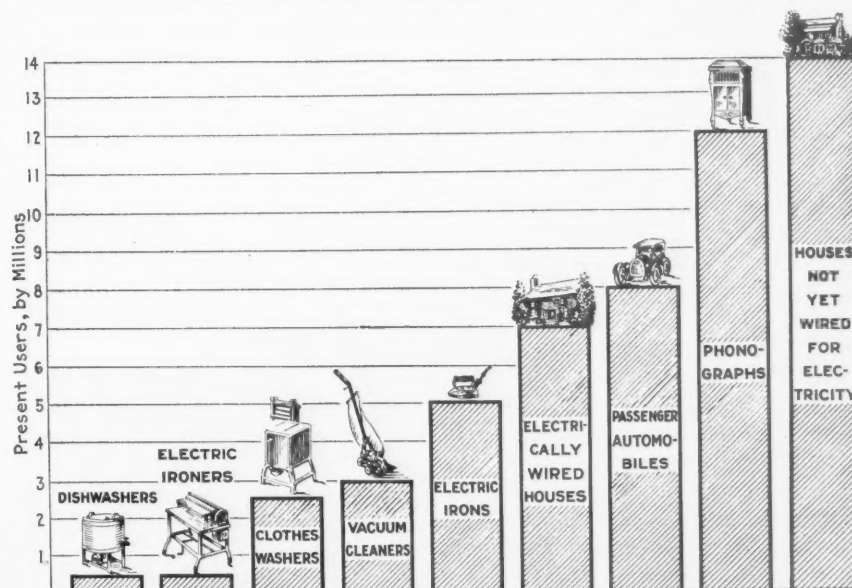
We know that labor is becoming gradually more accustomed to hearing and thinking about the readjustment of wages downward as an unescapable essential factor in the

balancing of the general economic deflation. And so the belligerent contentions between labor and capital are becoming far less critical as one industry after another successful negotiates reductions in the wage scale and passes on the benefit to the consumer through lower prices on the finished product. Much of this kind of thing has taken place though more must follow. The result, how-

ever, has been felt by everybody. The railway strike was averted and the men have taken their reduction, and new freight rates have been published on a lower level. The coal strike that seemed to be impending has not as yet occurred. The unemployment situation has been met by a determined and apparently decisive effort to discover underlying causes and to do something that will give a permanent protection and relief. Congress has just passed a tax law that is better, though not good enough, and will next undertake to give us a protective tariff that will guard us from the present menace of unmeetable foreign importation. And now the disarmament conference is at work hoping to lift some of the sources of the burden of taxation that is literally paralyzing some people.

And so the country is gradually becoming more and more hopeful, more and more ready to lay aside the fear load and go ahead. And as they go ahead they will buy and they will build, for the building shortage at the present time is estimated at 1,500,000 houses, 60,000 apartment buildings, 500,000 factories, 5,000 churches, 15,000 theaters, 5,000 schools and so on. Call it a total of 2,000,000 buildings. All this we know and we can count on it and

"The Saturation Point" for Electrical Devices—Is It in Sight Yet?



The remoteness of the saturation point for electrical appliances is illustrated by this diagram, which compares the numbers of certain electrical devices now in use, with the number of passenger automobiles licensed, the number of phonographs sold, and the number of dwellings yet to be wired. The figures illustrate how far electrical merchants have yet to go even to match the records of the merchandisers of phono-

graphs and automobiles. An even then, we shall still have 14,000,000 other houses to wire, opening up that many new prospects for appliances! In the illustration, it will be noted that the graphs for the numbers of dishwashers and ironers had to be a bit enlarged to make the columns visible. Our guess is that there are probably not more than 100,000 dishwashers and 100,000 ironers in use today.

figure it all into our own plans. And how will the different classes of electrical men react to such a situation through the new year 1922? Let's look at them each separately.

The central stations are doing a wonderfully wise and influential thing right now that is going to help the whole electrical industry all next year. A constantly increasing number of utilities are putting on campaigns to sell their securities to their customers, the men and women in the homes. Thousands upon thousands of households throughout the country are taking on a new interest in electricity in general, and electrical appliances in particular. These families are going to buy more electrical merchandise. They are going to install more convenience outlets. They are going to do more business with the central station and the contractor-dealer.

As a result the central station is going to make more money through its own store and by the revenue from all the other appliances sold by the other stores. And this is going to be an influence that will bring the central station closer to the contractor-dealer in both policy and practice, and produce added prosperity for both of them.

More Buildings to Be Wired

The contractor can look forward to a steadily increasing opportunity in 1922, I believe, because there will be a constantly growing amount of business going on. Over a million and a half buildings are needed and the need is urgent. As labor comes slowly down in cost, and as materials are gradually dropping, there comes increased incentive to build. Every one of these homes and factories and stores will be wired for light, and many for power, and the electrical contractor will do the work. Also, the rewiring, the repair work, and the needed extensions that have been waiting for better times, will build to an enormous volume, and a great deal of it cannot wait much longer and will be done next year.

The dealer, too, can expect distinct advantage for the year ahead—his part in the general revival of business and his share in the larger scale of electrical appliances that is to come. There will be more spending for more buying, and the electric store will get its portion in accordance with the measure of its merchandising activity and acumen. The

competition of the non-electric store is going to be a steadily increasing urge to the electrical man. More hardware stores and department stores are going to take up the sale of electrical household appliances as such lines become more and more established as staple merchandise. But this is going to benefit the electrical man more than it will hurt him. First, it will spur him on and really help him sell his goods, and second, it will increase the advertising and display of electrical household devices and the sales pressure on the public and the number that will be sold will be swelled enormously, for every one sold helps sell some more.

Who Is a Jobber?

The jobber faces a situation that is going to require good thinking and good work. There are too many jobbers at present, because too many men have been set up as jobbers in these difficult years without either the resources, the responsibility, or the equipment that a jobber must possess and contribute if he is to function as an economic service in the industry. Order-taking does not make a man a jobber. Selling factory shipments does not make a jobber. The true function of the real jobber lies in sales creation, warehousing and service, and the jobbing group in this industry of ours faces the stern necessity of ironing out the situation if any jobbers are to make legitimate earnings and enjoy deserved prosperity. The year 1922 is going to see much done toward the

solution of this problem, and the developing of a more effective co-ordination between the manufacturers and the jobbers, so that no one can win recognition as a jobber and the discounts that go with it unless he be qualified, and a better working harmony among the established jobbers themselves may be established.

There are some men who are temperamentally qualified for the jobbing of construction materials. There are some men who by nature are cut out for the jobbing of appliances. There are some men who by experience serve best as fixture jobbers. All these men today are probably jobbing a complete assorted line. Is it not possible that better jobbing service may well develop under the impulse of the coming year by more specialization in the jobbing field along the line that a man's inclination and fitness would naturally direct him?

The four figures 1922 spell opportunity, if any numerals ever did. The trouble is that industry—ours with the rest—has gotten badly kinked up wrestling with the years of war, and we have all got to take hold and help straighten it out again. And it is worth while to do—more worth while than anyone can realize. Look at the diagrams on the opening pages of this article. Consider the number of houses in the land and the overwhelming number that are not yet wired! Think of the number of automobiles in use among these homes, compared with the paltry number of electric washing machines or vacuum cleaners. Figure the hours of work that women do in all these homes and how electrical appliances affect them! It is almost unbelievable—this set of facts and their comparison as these two charts lay them down clear and cold. And then remember that optimism and confidence is slowly spreading across the land. Business is growing better. People are loosening up on the purse strings after the long years of anxiety and restriction, and all this will be expressed in the market for electrical appliances in every home, and as the appliances sell, then will follow the market for electrical materials of every kind to provide for their connection and to produce the energy they will consume.

This is a big year we face—this 1922. It is none too soon to go to work right now to plan and organize to play our own parts fully.



One Flag, One Country;
One Voltage, One Frequency;
and One Kind of
Attachment Plug!

Those servicing calls which are the result of careless selling, overstating of the guarantee, and insufficient education of the purchaser can be eliminated. But calls which are due to carelessness or abuse on the part of the owner can be billed—properly—at a profit

Why Shouldn't Service Pay?

By FRANK B. RAE, Jr.

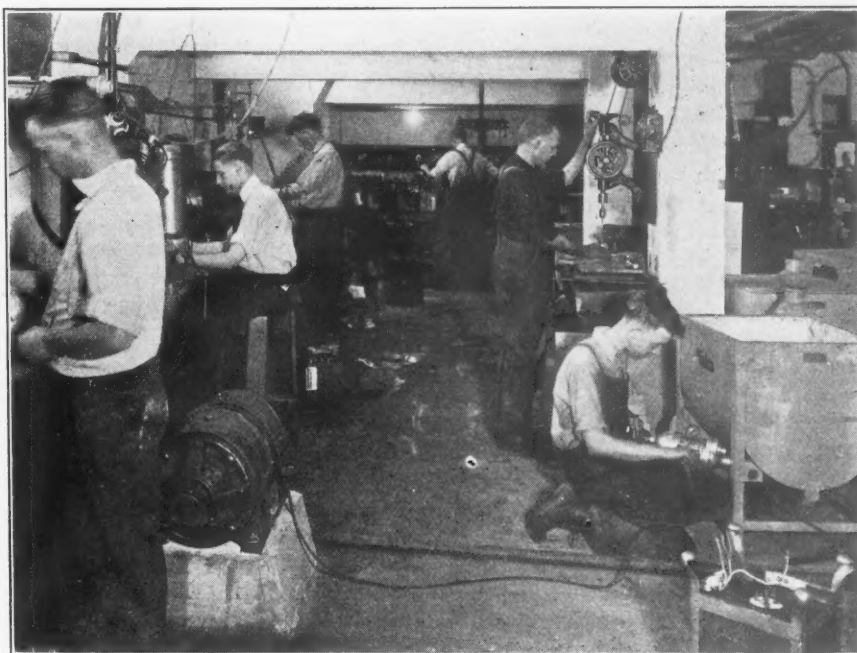
A FEW years ago central stations, generally, thought that they had to sell appliances at a loss—and this belief came close to putting the appliance business on the slag pile. The theory was that because an electric smoothing iron cost ten times as much as a solid cast sad-iron the public wouldn't pay the whole difference. Nobody thought to ask the public its views in the matter; hardly any one experimented to find out the truth. The central stations simply made up the public's mind for it, and proceeded to sell iron "at cost."

They say that history repeats itself; at least we have in the electrical trade an almost identical example of short-sightedness regarding what is generally termed "service." The trade appears to believe that servicing must be handled at a loss. The theory seems to be that because an electrical appliance will not last forever and may need occasional adjustment, the public won't buy except under a perpetual guarantee. Nobody seems to have bothered to find out whether the public expects or requires any such assurance. The trade has simply made up the public's mind for it, and has proceeded to supply lavish and paternal service at a loss.

Now, I rise to ask, why shouldn't appliance service pay?

The answer of those who never seriously tried to make it pay is that it can't be done. The answer of those who have tried is that it can.

Many dealers feel that there is not enough margin between cost and selling price to make electrical appliances as profitable as they should be. The first and obvious remedy of such a condition is to seek a wider margin—to get lower prices and a higher mark-up. But manufacturers cannot appreciably reduce prices and the public has shown that it will not stand even the present mark-ups, let



A jobber's service department. This division of the Erner Electric Company, Cleveland, Ohio, is responsible for keeping many thousands of appliances in repair for the

company's dealers. Good management has converted the service division from an extravagant item of overhead to a profit-supporting repair department.

alone any that are greater. What to do?

The only answer is that we must reduce our overhead, our cost of making sales, of keeping in business. We must eliminate unnecessary expense. Appliance servicing at a loss is unnecessary; it is a vein-wound through which we are bleeding to death. We must put such service on a profitable basis if the electrical trade is to survive.

Servicing Means Keeping Appliances in Service

Intelligent business men, like good doctors, try to understand the nature of an ailment before attempting to cure it. So right here it may be well to stop long enough to determine, *what is appliance servicing?*

"Servicing simply means keeping appliances in service. Some dealers think it means repair work. Some think it means replacing breakage.

Some think it means becoming forever responsible for appliances sold. It doesn't. It means nothing more or less than keeping the appliances in active service. When you realize that fundamental fact, about half your servicing worries will evaporate," declares F. J. Gottron, general manager of the P. A. Geier Company. Even though he is a manufacturer, Gottron knows probably as much about how to give satisfaction through service, and how to make money while doing it, as any man in the appliance business. He's been at it more than ten years, beginning when electrical appliances were as temperamental as opera stars and as subject to ills as a colicky infant.

If we accept the above definition—and it looks to me like a sound and conservative basis on which to proceed—then the thing we have always thought of as servicing becomes

a triple proposition made of these three things:

- A. Repair work.
- B. Replacements of broken parts.
- C. Adjustments of appliances and instruction to the owner as to how to maintain them in working condition.

When I list these factors separately, the whole problem clarifies, not only as regards the actual work of servicing but also as regards the responsibility—and charge-ability—of servicing.

Thus, repair work is a shop job and can be handled profitably as such. An appliance that requires actual repairs either was faulty when it left the factory or has been "jimmied" or worn out by the owner. Any intelligent mechanic can determine where the fault lies and any electrical merchant with backbone can insist that the bill be paid by whoever is at fault. So much for that.

Weaknesses in Selling and Installation Methods

Replacement of broken parts is a similar case. If the part broken was mechanically defective, the manufacturer must make good. If it was broken by accident or abuse, the customer is at fault and should pay. The difference between profit and loss in handling these cases is simply the difference between being

"an easy mark" and having a backbone.

The third factor in servicing—the adjustment of appliances and instruction to the owner—reveals weakness in the selling and installation methods of the electrical trade. If appliances are carefully, honestly and completely sold in the first place, and if they are properly delivered and installed in good working order, the percentage of call-backs chargeable to service will be so slight as to be negligible.

Too many servicing troubles are due to exaggerating the guarantee under which electrical appliances are sold. Some salesmen, intent wholly upon getting the order, will promise too much. "Is this machine guaranteed?" asks the customer. "Yes, madam—absolutely," the clerk replies: "If this appliance *ever* gets out of order, all you have to do is to call up on the telephone and we will have a man sent right out to fix it."

Naturally enough, the trustful customer accepts the salesman's assurance at its face value, so when little Johnny pokes the ice pick into it to see what makes it go round, or when a careless servant drops it down the cellar stairs, the dealer is expected to make good all damage without quibble or question. The expense involved in such cases should not be charged to servicing but to fool



Minor servicing can be done right in the store under the eyes of the customer. The appliance owner thus sees how simple a matter it is to correct the ailments of appliances.

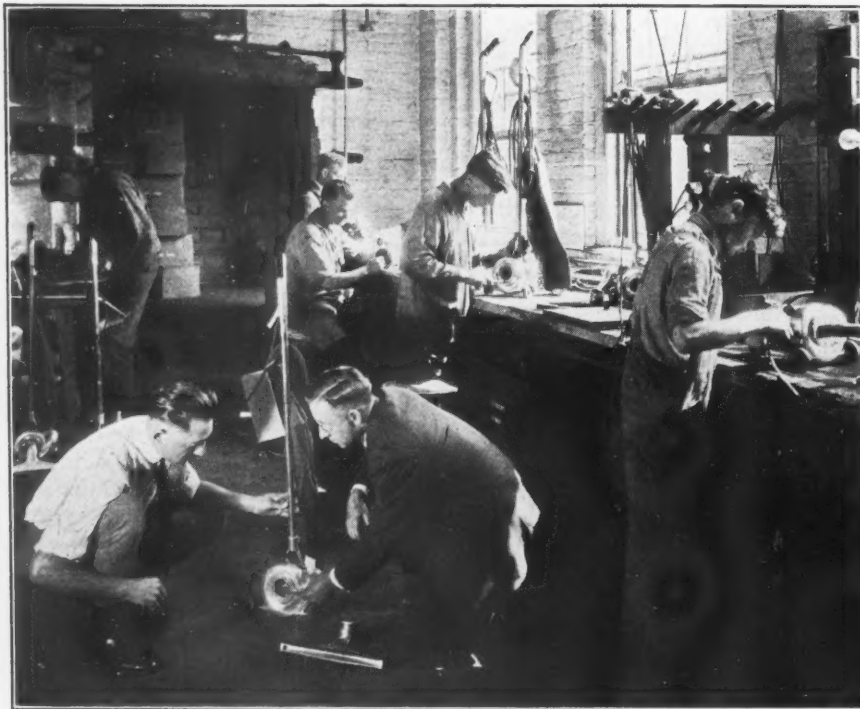
salesmanship. The way to avoid it is to fire that clerk.

The other source of expense, due to appliances being sold and delivered without sufficient instruction in their operation and care, can also be eliminated by tying the tinware to a few careless clerks.

There Are Limits to Appliance Performance

Some women who buy electric cleaners are not even told that it is necessary to empty the dust bag; few are given any idea as to when, how or with what an appliance should be oiled. Because of sketchy, slovenly salesmanship, too many clothes are put into a washing machine and too many fed into the wringer. Flatirons are set into a pan of water to cool because the salesman didn't do his job right; washing machine connector cords are allowed to be scuffed about on concrete cellar floors or to lie in the wet; half a dozen appliances are tapped on a single circuit with consequences ruinous to fuses, and women expect dishwashers not only to clean off, but to consume and wholly obliterate all table scraps, including meat bones. All these things happen because appliances are not rightly and completely sold in the first place.

"We have found that lack of knowledge regarding the use and care of machines causes a great majority of service calls," to again



Hundreds of thousands of electric cleaners have been constructed and marketed by the P. A. Geier Company factory, yet the service department consists of only six men.

The reason is that General Manager F. J. Gottron (kneeling in the center) believes in making service pay two profits—a cash profit and a good-will profit.

quote Gottron—who, you must remember, has sold and serviced not merely a few hundred, but actually hundreds of thousands of appliances. "This lack of knowledge is due to a great extent to either a very superficial demonstration by the salesman or to forgetfulness on the part of the purchaser. If each dealer were careful to have his salespeople make a very thorough demonstration at the time of making the sale, and then call back about ten days after the sale is made to make certain that the purchaser thoroughly understands the operation of the machine, he will find that the greater part of his service calls will be eliminated.

The Double Value of the Second Call

"In making this second call it will also be possible, in practically every case, to get the names of people that might be interested in the purchase of other appliances, so that you can make this call serve two purposes—first to see that your customer is satisfied, and second, to get prospects for further sales."

Another step in the avoidance of servicing grief is for the merchant to be sure that appliances are delivered in good order.

"It is very essential that every dealer or dealer's salesman should always carefully test out every electrical appliance sold from his store before delivering it to the customer," further advises Mr. Gottron. "Just as every dealer will test out an electric lamp before selling it, so he should make certain that the electrical appliances he sells are mechanically perfect when delivered to his customer.

"Quite frequently complaints are made to the factory by owners of appliances who claim the device *never* operated satisfactorily. If the dealer would make it a definite part of his sales policy never to deliver a device to a customer, without carefully testing it out, a large part of service complaints would be eliminated."

A point previously mentioned, but which will bear repeating, is the tendency of salesmen to exaggerate or misinterpret the guarantee under which appliances are sold. That, to my mind, is the biggest error being committed by the electrical trade today, because it saddles us with a tremendous and unnecessary expense which the non-electrical dealers deftly sidestep.

You may say that a liberal guarantee and practically limitless free servicing are demanded by the public. Is it? I call to your attention a certain department store in the Middle West which has sold many hundreds of "orphan" washing machines from which the defunct manufacturer's trade name has been eliminated, with the distinct understanding that the seller's responsibility ends when the money is paid down. Think of buying a washer on such terms! Yet the public is doing it today. If those machines ever go wrong, the purchasers must either pay for the necessary repairs or junk them.

To again quote Gottron on this point: "One of the most common faults contributing to the dissatisfaction of customers and one which develops the need for a great many service calls is the misinterpretation of the manufacturer's guarantee.

Misinterpreting the Manufacturer's Guarantee

"It is, of course, impossible for any factory to achieve absolute perfection. No matter how high the standards are set nor how carefully operations are checked, it must be expected that an occasional imperfection or defect may get past the most scrupulous and painstaking inspector. Realizing this human weakness, we manufacturers protect the

purchasers of our products with a written guarantee.

"Very frequently the intent and meaning of factory guarantees are misunderstood by purchasers, and sometimes are garbled by the dealer and his salesmen. Misunderstandings are always to be avoided, and so I continually urge all dealers with whom I come in contact to read and understand the guarantees which cover the appliances they sell."

Certainly much trouble would be avoided if the trade followed this simple suggestion, yet it is amazing how many merchants stock up on appliances in total ignorance of what the salesman means when he says, "It's fully guaranteed." What he means is that it is guaranteed against defects in material or workmanship—nothing more. What he *doesn't* mean is that any one except the purchaser is responsible for accidents, abuse, neglect, or tinkering.

Free service is an expensive fallacy. True service can be made profitable. Those servicing calls which are the result of sloppy selling, overstating the guarantee and back-porch deliveries, can be eliminated. Those which are due to imperfections in the appliances can be charged to the manufacturer. Those which are due to carelessness, abuse and damfoolishness upon the part of the purchaser can be billed—properly—at a profit.



By requiring customers to bring small appliances needing repairs to this counter, a Middle West central station sells \$25,000 worth of small wiring devices a year over

the counter. No service job is complete here until the clerk has explained the trouble to the customer and advised her how to avoid similar trouble in the future.

Help Your Customers to Avoid

It's the "fool" service calls that cost so much, week in and week out! Every electrical appliance "service man" knows that a large part of his calls are wholly unnecessary.

Don't Forget to Turn On the Electricity!



WOULD you believe it?—a very large number of trouble calls come from new owners of electric appliances, who have simply *forgotten to turn on the electricity at the switch or socket*, and then cannot understand why the appliance will not operate. The dealer who sold the device, or the nearest electrical man is telephoned for, and when the service man arrives, he finds that all he needs to do is to "turn the switch." When it is recalled that each such service call costs anywhere from \$1 to \$4, depending on the distance travelled and the time consumed in going to the house, the needless expense of such calls is apparent. When the customer calls up and explains that her machine won't operate, first ask her over the telephone to *test out the socket or receptacle with an incandescent lamp*. If the light will not burn, the electricity is cut off somewhere, probably at the switch, socket or fuse—where it can be easily turned on!

Learn How to Put in a New Fuse—and Why!



EVERY householder and every housewife should know how to put in a new fuse, and should understand *why* fuses are *necessary* in the house circuits. The fuse is the watchdog of the wires. If for any reason the appliance you are using should begin to draw too much current—more than the supply wires can properly carry—the little fuse is right there and by quickly melting out (with a quiet "poof"!)—it opens the circuit. Before service can be restored it is then necessary to put in another fuse. When you do so, be sure always to use a fuse of the proper size—"6 amp." or "10 amp." on ordinary circuits; and larger fuses "15 amp." or "20 amp." in special circuits like the main supply fuses for the house, or for larger appliances. Keep a supply of extra fuses of proper sizes on hand, on a shelf or in a drawer near the fuse-box. Remember, a fuse always blows because of overload or trouble. Unless the cause is located and eliminated, the new fuses you put in will continue to blow. Under no circumstances attempt to prevent such blowing by using anything else than the proper-sized fuse. Wire expedients, hairpins, nails, pennies, etc., are all positively dangerous. Use only the right fuse for the circuit.

Keep the Cord Off the Floor



KEEP the electric cord off the floor, and thereby keep it from getting worn or from becoming smashed from constant walking upon it or from rolling the washing-machine across it. An ordinary concrete basement floor gives the severest possible wear to a cord continually dragged across it. If the cord is longer than is needed to reach from outlet to machine, *loop it into several turns*, tie these with light string, and suspend the loop with light string from the machine. Then the extra length of electric cord will be always available if the arrangement of the laundry is afterwards changed. And if the washing-machine should be accidentally rolled out of place, the string will break and pull out the extra length of electric cord, without possibility of injury to any of the electrical connections.

Don't Forget to Clean the Cleaner



THE customer must not fail to clean her vacuum-sweeper regularly—both bag and nozzle. Often troubles are reported with vacuum cleaners, which prove to be caused by nothing else than an excessive amount of dirt and dust choking up the bag and air passages. The best bag made must be emptied, now and then, or that cleaner won't clean. If there is a revolving brush, long hairs and threads must be picked off it, or the strands will wind themselves around the bristles. The customer should be warned against trying to see how many heavy objects like nails, coins and hairpins her vacuum-sweeper will suck up. Such heavy articles when swept at high velocity through the machine are likely to strike the swiftly revolving blades the fan and do costly damage. Clean the vacuum-sweeper bag regularly, inspect the brush and nozzle at intervals, use the device sensibly and it will give dependable service!

the Needless Trouble Calls!

Here are enumerated eight very common sources of trouble which produce a large share of the "fool service calls." Show these pages to your customers and prevent needless calls.

Oil Em Up Regularly—But Not Too Much!



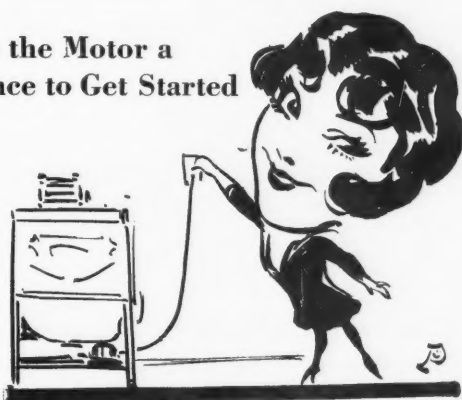
PROPER oiling is the secret of eliminating service calls on motor-driven electrical appliances. The user should follow carefully the instructions given by the maker of the machine, and lubricate regularly each part as instructed. A handy oil-can should be kept on a shelf near the washer, vacuum-cleaner, ironer, dish-washer or other appliance. Proper oiling reduces wear of the parts, and will contribute many years to the useful life of the machine. On the other hand over-oiling is almost as bad as under-oiling or failing to oil at all. A frequent source of trouble with vacuum cleaners is *over-lubrication*. The cleaner, for instance, will not operate, a service man is called, and on taking the machine to pieces, it is found that by over-oiling the commutator brushes have become so thoroughly oil-soaked that they will not pass enough current to operate the machine. Baking out the brushes will drive out this oil. Over-oiling of appliances is also likely to cause trouble from grease stain and the throwing of the lubricant. Oil regularly, and just enough,—but no more!

Why the Percolator Sometimes "Goes Dead"



WHEN a customer buys an electric percolator, the dealer or store salesman should be sure to tell her in advance about the operation of the little safety thermostat or fuse (usually located in the bottom of the percolator) which is there to prevent the percolator from overheating and injuring itself if the current is turned on without water in the vessel. Sometimes a hurried housewife forgets to put in the water, or an inexperienced maid may dump the pulverized coffee in the *bottom* of the percolator instead of in the basket-pan. If the current is then turned on, the dry heating element might overheat, but before this can happen, the little thermostat-switch or fuse, down in the percolator base, steps in and opens the circuit, cutting off the current. The percolator will then remain in an inoperative condition until the thermostat switch is reset or the fuse replaced. Many users who do not know about this safeguard against overheating of their percolators will then assume that their percolators have "burned out" or are useless. Every percolator owner should be shown how simple a matter it is to reset the switch or fuse, and restore the device to service.

Give the Motor a Chance to Get Started



IN STARTING up certain motor-driven appliances, like washing machines, the user should see that when the motor is first switched on the principal part of the load is released by means of the clutch or other device. Otherwise, in many cases, the circuit is likely to be overloaded and a fuse will blow, putting the householder to the inconvenience of replacing fuses. Where the machine is so designed, the motor should first be started idle, and allowed to come to full speed before the full working load is thrown on it. The customer should also have explained to him the starting operations of his motor, even though they are automatic—that at starting, certain windings are brought into play which give the motor a powerful starting power or torque, and that when the motor has come up to speed, these windings are cut out of circuit. The motor is not intended, of course, to run for any length of time on these starting windings, and if because of overload it does continue to run on the starting windings, it will overheat badly.

Proper Soap-Powder and Hot Water for the Dishwasher



SUCCESSFUL dishwashing with an electric dishwasher is largely a matter of hot enough water and the right kind of soap powder, administered in measured quantities. The washing solution should be accurately mixed, the necessary amount of washing powder being measured into enough hot water at 120 deg. to 140 deg. Fahr. to bring the washing solution at the proper level in the machine. Washing solution too hot will "kill" the effectiveness of the washing powder. On the other hand the rinsing water should be as hot as possible, effecting a sanitary rinsing and making the dishes dry off quickly. A convenient way of getting the requisite hot water for the electric dishwasher is to connect an electric water heater or electrically heated faucet onto the regular house supply of hot water. The electric heater then is required only to boost the already-heated water up to the desired temperature. Rightly used, the dishwasher is supremely the device that takes the "work" out of housework.

Two Years' Steady Effort Makes This Washer Campaign Successful

What Happens When a Salesman Starts People Thinking Along Right Lines Electrically? Answer: Within Two Years 600 Washers Are Sold in a City of 25,000 People. Not So Bad, Is It?

By EDWIN A. HUNGER

SUCCESSFUL SALESMANSHIP is not always the incisive attack, breath-holding dénouement, and sudden closing, with the big buyer dazedly penning his all-important signature on the dotted line, as so many modern-day fictionists would have us believe. On the contrary, some of the most brilliant selling victories are the result of slow, steady, unrelenting plugging in the face of obstacles, discouragements, delays and even insults.

Take washing machines, for instance. Out in Battle Creek, Mich., the Central Electric Company, two years ago, commenced a campaign that first off had all the earmarks of a downright fizzle. One of the company's best salesmen with a list of every consumer of electricity in the city began to make the rounds and talk washing machines and nothing but washing machines. Month after month during the entire winter this expert salesman fired away with his best electric-washer arguments. Not a name on the list escaped him. And what was the immediate reward for this man's effort and incidentally the concern that sent him out? Nothing, absolutely nothing.

The First Two Years Were Without Success

Said Sylvester Greusel, president of the Central Electric Company: "If we hadn't had the utmost faith in our man and known that he was conscientious and a good all-around salesman, we would have thought he was laying down on the job. As that winter, two years ago, passed on and our man came in day after day with nothing to report, it didn't seem possible. However, it was continued faith in our man, and above all in the washer we had to sell, that led us to keep him on the job until

every consumer had been seen. Results later proved that we were right."

Now, for the later results: In the two years since that initial campaign was started the Central Electric Company has sold over 600 electric washers; this in a city of 35,000, which is not so bad! In the spring following the house-to-house canvass some seventeen machines were sold in a short space of time and every purchaser asked that credit be given for the sale to the man who had first come to the house and so carefully and painstakingly explained the merits and dwelt upon the advantages of an electrically operated washer.

The Salesman Started the People Thinking

In the light of what has happened since that winter campaign two years ago the whole procedure might be explained thus: The salesman started the people thinking. He was the planter, as it were, and he sowed his seeds of thought broadcast

among the electric consumers of Battle Creek. But in the matter of making an outlay of \$150 or so, even on an easy-payment plan the prospective buyers were not to be forced, particularly since they were mostly factory workers and such a large sum meant much to them. The subject of a possible purchase of a new washer, then, had to be thoroughly discussed pro and con between husband and wife. Neighbors and relatives had to be consulted. Whether the desired washer should take precedence over the much-coveted player-piano or victrola required serious consideration. Months or even years might be necessary before the final decision to buy might be arrived at.

Of course, after that initial house-to-house canvass, the campaign to sell and push washing machines in an intensive manner was by no means terminated. This canvass, in truth, merely terminated one phase of the campaign. For one thing, a complete card index was made and much interesting information

Name *H. Jones* Date *9-29-20*
Address *48 South Ave.*
Prospect for *No. 25 Thor Washer Swinging Wringer*

DATE		FOLLOW UP
9-29-20	Mr. T. said Mrs. J. is trying a machine.	
9-29-20	Mrs. J. said she is not trying E— and is not in position to buy at present	11-26-20
11-26-20	Will not buy before Xmas. Will come in and see our machine.	1-1-21
12-23-20	Will come in after Xmas.	1-6-21
1-5-21	Will come in soon as can get down town. Come nice day when can take baby out.	1-15-21

Once more a carefully developed card index of prospects faithfully followed up proves its value. Notes, under various dates, record the future customer's changing state

of mind from time to time, and indicate to an experienced salesman just what the next move is toward getting an order. Thus the history of every sale is available.

brought to light. A number of more promising prospects were thus segregated and the salesman concentrated his efforts on them.

The Card Index and Its Files

The cards were segregated into five files: The main file, indexed alphabetically; the follow-up file, indexed according to date; the "sold" file (for future service calls or to interest in other electric appliances); the "sold to competitors" file; and the "not interested" file (usually three calls to determine placement therein). The cards, as illustrated herewith, are so arranged that a lot of miscellaneous information about the state of Mr. or Mrs. Prospective Buyer's mind can be written down, which is of great use for future reference and particularly when making the next call. The date of call or communication by telephone is always written down in one column as shown and at the conclusion of the call, or at any other time when the salesman sees fit, the date for a follow-up call is written in the column for the purpose and then the card put in the follow-up file under the follow-up date noted. Thus, the salesman can map out a week's or a month's work ahead and arrange his calls to the best advantage to produce sales.

In this continued intensive campaign to sell washers no stone has been left unturned to get results. Sometimes, for example, when the lady of the house holds back because of excessive thrift, a birthday or Christmas gift suggestion to the husband or the grown-up children has turned the trick. Spreading the news of sales of washers to friends who are prospects also has been the means of frequent sales.

A number of Battle Creek women who take in washing as a living also have got on the bandwagon and purchased machines from the company, thereby increasing their income and easing their work.

Always, every effort is made to bring the prospects to the store for a demonstration or, better still, the machine is taken out to the home and left there on approval. When the prospect reaches the latter stage, seldom is a sale lost.

In connection with this steady washer campaign, frequent advertising insertions in the local newspapers are made. During the past holiday season, for example, on Dec. 7, 8, 9 and 10, space 5 in. x 17 in.,

spreading completely across the bottom of the page, was run in one of the leading Battle Creek newspapers. A special payment plan was advertised, \$5 down and no subsequent payment until the first of February following. A representative from the factory was brought in for two weeks to help things along. As a result of the speeding up of the campaign some eighteen machines were sold during December, this in spite of the fact that Battle Creek's factories were just then feeling the recent depression and laying off men by the thousands.

This idea of steady plugging as a result of the washer campaign success is now thoroughly instilled in the Central Electric Company's entire organization, women as well as men, and all sorts of plans are being made to continue the good fight throughout the present year. Best of all, the "washer campaign spirit" as they call it is being shown in selling other appliances that the company carries.

The Most Effective Line of Vision

The appetizing breakfast here displayed attracted much attention to the windows of the Valley Electric Supply Co. of Fresno, Cal., and brought many a hungry patron in to learn whether the attractive appliances came within his means. The

illusion of the table ready for the morning meal was quite complete—and yet as a matter of fact, the stand on which the cloth was spread was not more than a few inches in height.

By carefully estimating the height of the window floor above the sidewalk and adding merely the few inches required to bring the table to the usual level of that article in household use, a far more effective result has been achieved.

In arranging merchandise for most effective display it must be remembered that the person looking in a window is always in the standing position and usually of an average height of about 5 ft. 3 in. His line of vision, of course, is assumed to be at the level of his eyes, but as a matter of fact, the easiest point at which to focus the eyes is about 2 ft. below that, so that the most effective point of display is at a level slightly more than 3 ft. above the ground. Objects below this can be observed in detail only by stooping over, and objects located above gradually fade into obscurity. A person rarely looks above the level of the eyes, unless attracted by something very much out of the ordinary.

Another notable feature of the window here shown is the low partition, with the framed scenes from California's scenic wonders, which not only provides an adequate background for the display, but permits of a glimpse of the store itself.



In planning this breakfast table for its pre-holiday window display last year, the Valley Electric Supply Company, Fresno, Cal., decided that the illusion was better than the reality—and so, instead of placing a carefully set life-size table in the window.

It had the cloth spread on a stand only a few inches in height. This picture shows the window as it actually looked to the passerby—with the table surface brought to a comfortable line of vision and the whole invested with an air of intimate reality.

Building a Prospect List

The importance of a live prospect list is recognized by every dealer who puts on a soliciting campaign or who even sends out notices of a special sale. There is of course the list of charge customers at hand, but the great number of purchasers who have come into the store and who have paid cash for what they bought are unrecorded. It is not always possible to ask the woman who buys a curling iron and carries it with her what her name is and what other electrical appliances she possesses, but it is just this information which would be most valuable in planning a washing-machine campaign, for instance.

In order to take advantage of this good will represented in actual purchases and to be able to keep track of just such incidental customers, a Western jobbing organization has worked out a "Guarantee Card" which it furnishes to the dealer at nominal cost. This card provides a guarantee against electrical and mechanical defects for such time as the dealer cares to insert in the blank left for that purpose and gives a pleasant and legitimate excuse for asking the customer's name and address. The purchaser readily sees the advantage of recording her name

in order to take advantage of this guarantee. Indeed, the tactful dealer can often obtain additional information as to what other appliances are in the home, by asking if these are also guaranteed, whether they were purchased at his store during the time limit, and in what condition they are at the present time. In order to make the recording of this information easier and its asking seem more part of a regular form, space has been left on the opposite side of the card for the entering of all such records. The commoner devices are printed in the form and space left for any others not here noted. It will be found that the customer readily gives information on the type of wiring in the home—and even as to plans for future purchases.

The card once filled out becomes a valuable guide for future sales campaigns. It is of card catalog size and may be inserted direct into the catalog kept of prospects. By using the "rider" system of flagging the cards by colors to indicate which major appliances are not yet in the possession of the customer, it becomes possible to pick out lists for special purposes without difficulty. Another system is to keep prospects for different types of appliances in different files, transferring the cards from one to the other as the various appliances are

Andrew Carnegie's Four Rules for Business

First: No sharp bargains. Do more, not less, than promised.

Second: If disputes arise, always give the other party the benefit of the doubt. Avoid resort to law. Compromise.

Third: Subject all products to more rigid tests than the purchaser requires. A reputation for producing the best is a sure foundation upon which to build.

Fourth: Should honest, capable contractors need extension of payments from accident or unusual stringency, be lenient, generous, and help them, thus making them friends.

purchased. The flag system may be used again to record the day of the week on which the purchase was made. By running through this list daily, it then becomes possible to telephone to the customer a week after purchase to learn how the appliance is operating.

All this takes time and with a crowded store and customers waiting for service it is not always possible to take five minutes to obtain this information, but it will be found that if the card and a pencil are at hand, the customer will be glad to give name and address of his own accord and can be followed up later.

Five Plans to Supplement Your Christmas Sales

In the Rush of Christmas Buying, Gift Goods Almost Sell Themselves. But Here Are Some Ideas that Will Help to Sail the All-Year Staples Across Your Counters on the Wave of Holiday Shopping

Keep Flowers on the Range

During a range demonstration, and always in the model kitchen, if you have one, keep a bowl of flowers on the range. Women will notice it, and it will bring home to them the point that flowers that would wilt near a coal or gas range remain cool and fresh even when resting directly on the electric range.

Wash 'Em on the Sidewalk

There is no better way to secure general attention to the washing machine in any town than to stage a sidewalk demonstration. Put up clothes lines along the curb and to the building front. Get the washing machine to work right outdoors, wash the clothes and hang them out to dry. Everybody who comes along will stop and have a look. At the same time have a more detailed demonstration going on inside.



Sell Them to the Farm Woman

Because bread-making, churning, ice-cream freezing and egg testing are usually all necessary, not optional, tasks of the farm woman, she will appreciate even more than the city woman the labor-saving value of the electric egg tester, bread mixer, churn and ice cream freezer. If these devices are moving slowly in the town, motor them out into the country some day and see what the farm woman thinks of them.

Spot-light the Switches

Mark the wall switches in both the dining-room and living-room with radium spots, and if there are convenient wall brackets not controlled by wall switches in either room, attach radium balls to the pull chains. For it is hard to walk through either of these rooms in the dark. And it is not necessary if the electrical man does his part well.

Let the Fan Dry the Fruit

An electric fan is a valuable aid to the housewife in drying fruits and vegetables, shortening by hours the time it usually takes to do this work. Tell the housewife about it, demonstrate it in your own store, and have on hand copies of the Government pamphlet on the subject, telling how the electric fan may be used in dehydrating foods.



C. G. BRIDGES



WILLIAM POLACHECK



PHILIP POLACHECK



PAUL C. BURRELL

To Boost Better Lighting at Milwaukee, Jan. 30—Feb. 4

In Connection with Lighting Fixture Conventions and
Fixture Market Jan. 30 to Feb. 4, Local Electrical Interests
Plan Better Lighting Campaign During Winter Months

EVERY ONE is more or less interested in efficient and artistic lighting. No only was lighting one of the earliest uses of electricity, but it is still by far the largest. The lighting fixture industry is, moreover, one of the largest of the many branches of the electrical field.

For this reason particular interest attaches to the organization by the local electrical interests of Milwaukee of a "Better Lighting Campaign." Its object is to arouse the Milwaukee public to the advantages of better lighting as a means of securing greater health, comfort and safety in the home, the office and the factory and to educate them up to the point of demanding more artistic and efficient lighting fixtures.

The idea of a Better Lighting Week first took definite form in the Milwaukee Chandelier Club in connection with its plans for assisting



F. A. COFFIN
Local General Chairman

to put across the great event of the fixture industry—the Lighting Fixture Market and the joint conventions of the National Council of Lighting Fixture Manufacturers, the Lighting Fixture Dealers' Society of America and the Illuminating Glassware Guild.

This event, as every reader of **ELECTRICAL MERCHANDISING** knows, is to be held at Milwaukee during the week of Jan. 30 to Feb. 4, and the Chandelier Club members realized that there was a unique opportunity to put over a city-wide campaign for better lighting. They also recognized, however, that as a proposition which would affect every individual, every business house and every organization engaged in the electrical business in the community it would be necessary, in order to obtain maximum results from such a campaign, to have the co-operation of every one concerned.

Representatives of as many electrical concerns as possible were called together and a committee of preliminary investigations and arrangements was formed. This committee was composed as follows:

General Chairman—F. A. Coffin of



JOS. SABLE



P. W. SPECHER



H. E. BRAUNS



F. A. VAUGHN

The Milwaukee Electric Railway & Light Company.

Fixture Manufacturers and Dealers' Representatives—M. A. Massino, J. Massino Manufacturing Company, and J. A. Sable, Phoenix Light Company.

Electrical Manufacturers' Representatives—A. T. Raatz, the Cutler-Hammer Manufacturing Company.

Electrical Contractor-Dealers Association Representatives—Philip Polachek, Charles Polachek & Brothers Company, and Henry C. Hutton of the Electrical Contractor-Dealers' Association.

Electrical Association of Milwaukee Representative—Henry Trester, Trester Service Electric Company.

Electrical Jobbers' Representatives—J. C. Schmidbauer, Julius Andrae & Sons Company.

Electrical Appliance Dealers' Representative—Mr. Gilman, Boston Store.

Illuminating Engineers' Representative—F. A. Vaughn & Meyer.

Chandelier Club of Milwaukee Representatives—Chas. A. Gezelchapp, Grassler & Gezelchapp, and Arthur Polachek, Charles Polachek & Brothers Company.

Sub-Committees were also appointed. These are headed as follows:

Transportation—H. E. Brauns.

Registration—Paul Burrell.

Entertainment—Philip Polachek.

Ladies' Committee—Mrs. A. Polachek.

Hotel Reservation—Charles Bridges.

Window Display—Peter Sprecher.

Finance—Charles Gezelchapp, Sr.

Reception—William Polachek.

Publicity—A. M. Kailing.

Better Lighting Campaign—F. A. Coffin.

Educational meetings, lectures and discussions, for salesmen and others connected with the electrical industry, will run parallel with the other activities, and will fill with enthusiasm and the latest information the men who are to carry the message of better lighting to the public. A school for electrical salesmen will supplement the meetings through a more intensive course in the fundamentals of illumination and salesmanship.

A "Home Electric" Demonstration

A home lighting demonstration, backed by publicity and newspaper advertising, is also proposed. This will be on very similar lines to those

which have already proved so successful in the recent "Electrical Home" campaigns in Cleveland, Pittsburgh and elsewhere. A commercial lighting demonstration is also to be installed at some convenient place to which merchants and others may go to obtain information and advice upon window, shop and office lighting. There are also indications that an industrial lighting demonstration will be held, but this matter is still somewhat uncertain, many members of the Chandelier Club taking the view that for the next few months greater possibilities for lighting and lighting fixtures will lie in the home and office field.

Free surveys of the lighting requirements of all the stores and business houses in Milwaukee, extensive educational work through circulars, folders and other means and the compilation of an electrical directory of Milwaukee are other activities which are projected.

As has been said, it is planned that the Better Lighting Campaign shall reach its zenith during the great

annual fixture market and convention. Since this fixture market is under the direction of the National Council of Lighting Fixture Manufacturers, the Milwaukee Chandelier Club is being assisted by its parent association. It is proposed to continue the campaign until at least March 1, 1922. The climax, however, of the educational and advertising activities will be reached during the week of Jan. 30 to Feb. 4.

The arrangements for the fixture market are even more extensive than the previous event at Buffalo last February. "It is my conviction that the coming fixture market will be the most important yet held," says Charles H. Hofrichter, secretary of the National Council. "This is not only because the booth space is considerably greater than at any previous market but because for the first time since the fall of 1920 dealers will be in a real shopping mood. Although the result of the Buffalo market was very satisfactory, considering the business conditions then existing, there is no doubt that many dealers were overstocked and consequently did not give as large orders as usual. Conditions today are completely reversed. The restricted buying during the past fourteen months has remedied this overstocked condition, and it is probable that practically every jobber and dealer needs to replenish his stock room shelves. But intending purchasers will naturally await the exhibition of the fixture manufacturers' latest styles at Milwaukee before ordering in the quantities they actually require. For this reason I expect an unusually successful market for 1922."

"Pageant of Light" at Milwaukee During Convention Week

Arrangements are also being made at Milwaukee for a spectacular "Pageant of Light" which will take place during the convention week. This magnificent spectacle will bring convincingly before the general public of Milwaukee and the surrounding district the wonderful advances which have been made in the science of lighting. From the caveman's flaming torch, upward through the scale of evolution of the candle and the kerosene lamp to the high-efficiency electric lamp of today, all the successive improvements will be shown, embodied in a succession of scenes which will stamp themselves indelibly upon the public mind.

"Foch—the World's Greatest Exponent of Co-operation"

THE stirring editorial under the above title, reprinted on the opposite page, is from the pen of Earl E. Whitehorne, and was suggested by a conversation with James H. McGraw, president of the McGraw-Hill Company (publisher of *ELECTRICAL MERCHANDISING*, *Electrical World*, and other journals), in the course of which Mr. McGraw happened to bring out his own clear-cut conception of the parallel existing between the condition in which the Allies found themselves prior to adopting unified command under Foch, and the present situation of the electrical industry—an industry which, with all its opportunities for sales and service, still finds its mighty power for progress hampered by a lack of co-operation between different electrical groups.

The editorial first appeared in the *Electrical World* of Nov. 5, and it is here reproduced in the belief that readers of *ELECTRICAL MERCHANDISING* will want to share its message.—EDITOR.





Ferdinand Foch, Marshal of France (center), photographed at the convention of the American Legion at Kansas City, with representatives of the allied nations. From left to right, General Jacques, Belgium; General Diaz, Italy; Marshal Foch, France; General Pershing, United States; Admiral Beatty, England.

FOCH—the World's Greatest Exponent of Co-operation

FOCH, hero to the world, has come to America, the welcome and much-loved guest of all our people. While he is here and we are reading daily of his travels and his entertainment, it will be well to think a bit of what this great man stands for. And a word will say it.

MARSHAL FOCH is the greatest example in history of what a man can do by co-operation. Four of the great nations and many smaller ones fought against the German Empire and could not prevail so long as the great armies of France and England, Italy and America made their own plans and carried on the war in their own way. But when the mind of Foch was given power over all, his brilliant military genius organized the many millions into one great weapon and he battled with it and he won. Absolute order and singleness of purpose did it. Foch conquered when he compelled the forces of the world to work in complete co-operation. And it is interesting to know that our own General Pershing was the first to suggest Ferdinand Foch for the supreme command, soon after he arrived in France.

It is a lesson that should dominate us all our days, in all our doings, — we who hung upon the hours and watched while Foch was fighting for our lives. For this idea of supreme command is not a matter just for armies. It is a great principle of

living that governs every undertaking where men work together for a common end. It is the underlying law of practical co-operation in which all must obey a single purpose, be it represented in a human leader or in an ideal, if they would measure any great achievement.

We of the electrical industry can well afford, while Foch is here, to think about these things. We, too, have an immense objective — to electrify all industries and to teach all people to provide complete electrical service in their homes. But different classes of electrical men continue to make class plans and follow out class purposes. There is no man-figure of a Foch to lead us, and we let our eyes too often wander from that guiding principle which Foch embodies to supreme degree. And so, for all our power and all our progress, the campaign lags and we suffer for the want of a united front and broad co-ordinated purpose.

Too many kinds of electrical men with too many policies and too many associations trying to do the same thing in too many ways are not complete co-operation. We electrical men must think a bit more of the way of Marshal Foch and tie our work together closer so that it may flow on further and faster in one great impelling wave.

Six Suggestions to Make Inventory an Easier Task



WHEN an inventory is to be taken, start by placing sufficient stock in wall cases, on tables and in showcases in the store proper to cover as many sales as possible during the taking of the inventory. This will serve to eliminate troublesome movements of goods from stock room to store, during the process. Set a definite day and hour for starting the taking of the inventory, and then do the job in the shortest possible time that accuracy will permit.

PLACE an inventory slip in every receptacle for goods throughout the store. Number every slip first so that missing ones may not escape detection later. The slips can be run off on a mimeograph.

Inventory Slip				
Date _____		Place _____		Slip No. _____
Article	Size	Number in Stock	Cost	Sold after Count or Weight
<p>THIS slip should measure not less than five by seven inches. The clerk taking the inventory should understand clearly just what information is required before the actual count or weight is begun. After filling in the slips should be arranged in numerical order.</p>				
In Stock on _____				
Counted in _____		Weighed in _____		
Taken by _____		Checked by _____		



TAKE the count, or weight, on each slip. One clerk could do this alone, but two working carefully will insure greater accuracy. Be sure to note whether the count is as single units or dozen, or something else. Finish each room, or bin, or compartment, or showcase, or show window, before starting on another place. All columns and the notations at the bottom of the form should be carefully filled in. Watch "Sold after count."

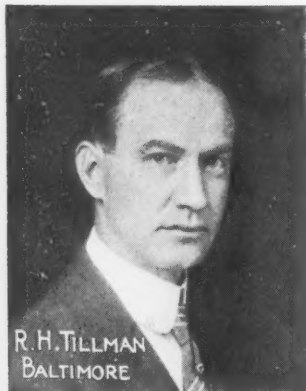


AFTER the counting has been finished, the slips can be assembled in order by the bookkeeper. The slips afford only part of the information required to make a complete inventory, and they should not be thought of as the final record. An inventory record book is required for final figures. Too few dealers and contractors recognize the necessity for this permanent record and its very great value to any business, whether large or small.

SOME kind of permanent and simple inventory record is greatly needed. On it can be assembled the data from the inventory slips. When all entries are made a complete inventory record should be the result. Of course, all goods should be listed at the value paid, but discount should be noted honestly for all depreciation, expressed both as per cent and as amount. This total should be deducted so that a true value is obtained for the stock at the time of the inventory.

Inventory Record								Sheet No. _____
Place				Date				
Article (Indicate size or number)	Slip No.	Quantity	Cost Price	Cost Extension	Percentage of Discount	Amount of Discount	Remarks	
Entered by _____				MEMORANDA				
Extended by _____								
Examined by _____								

Some Central Station Men Who—
Are Boosters for the "Home Electric" Idea, — Recommend Homes Electric to Their Friends, —
and Live in Homes Electric Themselves!



R. H. TILLMAN
BALTIMORE



N. BRADY

M. S. SLOAN
BROOKLYN

JOHN W. LIEB, NEW YORK

FRANK W. SMITH,
NEW YORK

WALTER
NEUMUELLER
NEW YORK

J. E. MURRAY,
NEW YORK

THOS. A. EDISON

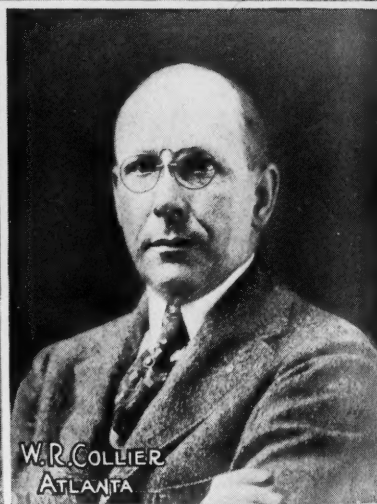
ARTHUR WILLIAMS,
NEW YORK



JOHN LEARNED
CHICAGO



J. E. DAVIDSON
OMAHA



W. R. COLLIER
ATLANTA



WALTER H. JOHNSON
PHILADELPHIA



H. E. YOUNG
MINNEAPOLIS



W. E. CLEMENT
NEW ORLEANS



O. B. COLDWELL,
PORTLAND, ORE.



W. H. ATKINS AND HIS
ELECTRIC BREAKFAST NOOK
BOSTON



To spread the Home Electric Idea among the general public, ELECTRICAL MERCHANDISING believes every electrical man ought to make his own home electrically complete—as an object lesson to his non-electrical friends and to the people in his community. This, we insist, is a business obligation that applies to every successful electrical man—whether jobber, dealer-contractor, manufacturer, or lighting company official.

Every Electrical Man's Own Home Should Be a "Home Electrical"!

ELECTRICAL MERCHANDISING'S proposal that every prosperous electrical man immediately set out to equip his own home as a "home electrical," to set an example to his neighbors and his community in the use of electrical appliances, has attracted widespread approval and comment throughout the electrical industry and trade.

Many electrical men already have a number of electrical appliances in use in their households, and so are in some degree progressed along the path towards Electrical Homes of their own. But *complete* electrical homes, which can serve as models of layout and equipment, for 100 per cent electrical living, are still few indeed!

ELECTRICAL MERCHANDISING has been endeavoring to list up such complete electrical homes of electrical men, and hopes to present in following issues sets of photographs of these homes actually lived in by central station officials, electrical jobbers, electrical manufacturers and electrical contractor-dealers.

If you know of any electrical man who has a complete electrical home, please let us have his name and address. Already our inquiries have shown us that many electrical men who are now building new homes, or are planning to build in the near future, are going to make those new homes *complete* "Homes Electrical."

The fact that progressive electrical men—lighting-company officials, jobbers, manufacturers and contractor-dealers—all over the continent are

planning complete electrical equipment for their own households, is an encouraging sign of the coming widened use of electricity and electrical appliances. But another side of the picture is the amazing non-use of electrical devices by a large proportion of electrical people.

An investigation was made recently by the merchandising division of the Commercial Section, New England Division, N. E. L. A., as to the extent to which employees and officials of central-station companies are using appliances. Forty-five companies submitted data, and these embraced 218 officials and 6,492 other employees, or a total of 6,710. Seventeen well-tried appliances were listed.

From a study of the figures of these 6,710 electrical men's homes it appears that more than half of these utility people, or 3,769, still do not use electric flatirons, 5,049 do not use toasters, 6,058 have no electric percolator, 5,593 have no electric fan, 5,934 use no electric washer, 5,055 have no vacuum cleaner, 6,461 do not use the electric range, and so on.

In other words, only about 20 per cent used any of these seventeen appliances except the flatiron.

IF THE ELECTRICAL MEN in the cities and towns of America *will only equip their own homes electrically complete*, with all the various appliances and conveniences which they advocate and sell during business hours, three things would immediately result:

1. The electrical industry would boom with new business—indeed, it would probably be taxed to the limit simply to supply

the appliance and wiring needs of its own members—for there are thousands of electrical men well able to have such Homes Electric of their own.

2. Electrical men through living in these electrical homes would learn, directly and intimately, for the first time perhaps, of the wonderful merits of the devices they handle in their business, and would acquire first-hand an enthusiastic appreciation of what the electrical idea means and of the future ahead for the electrical industry!

3. Such electrical homes of electrical men would themselves serve as centers of influence for educating housewives and householders for blocks around. Friends and neighbors, seeing all the appliances in practical everyday operation, would decide to buy one appliance and then another themselves—and so the message of electrical appliances would be passed along and spread.

WE CAN never expect the lay public to adopt and use these electrical appliances and conveniences unless we ourselves first adopt and use them. We cannot look to the non-electrical family to "Do It Electrically" when the electrical man's own family is bereft of the wonderful labor-saving conveniences which we are in the business of manufacturing and distributing.

ELECTRICAL MERCHANDISING firmly believes that one of the most effective ways for the electrical industry to get the Home Electric idea accepted by the general public is for the men of the electrical industry to *try out their own prescriptions and take their own medicine*—and this means Electrical Homes for Electrical Men.

Three Hundred Thousand Men Who, Right Now, Ought to Be Living in Electrical Homes!

IN these United States there are 6,000 and more central stations. In each one of them there are from a dozen to a hundred men—officials and directors, stockholders and employees—all personally interested in demonstrating to the people that electrical appliances can be used. *Then why don't they use them themselves?*

Here are, say, 300,000 men who should be living this very day in Electrical Homes, so that their friends will see and tell their friends, who'll tell their friends and spread the word and swell the wave of buying. And Heaven knows how many



manufacturers and jobbers, contractors and dealers should have their homes equipped in just the same way—and haven't.

Are we electrical men in earnest or are we not? If we are, then let's quit standing back and waiting for the rest of the world to use electrical appliances first. The rest of the world will naturally wait for us—unless we tire them out. We must equip ourselves. And it will pay richly to help the employee finance his purchases and even pay part of the cost to get a lot of living "Electrical Homes" in each town.—ELECTRICAL WORLD.

Some Ideas and Results from A Year of "Electrical Homes"

Success of Homes in Oregon, California, New York, Kentucky, Utah, Wisconsin, Quebec, and Ohio, Points to Repetition of "Home Electrical" Idea as the "Master Selling Campaign of 1922" as It Was of 1921



The "big day" of Louisville's "Home Electrical" exhibit—the day the house was sold at public auction—found a thousand or so Kentuckians gathered for the event. "Just

the home you have dreamed of"—the publicity slogan used—was evidently the right appeal for the sentimental Kentuckians, for the house, although built to sell for \$11,000,

was knocked down for \$15,025! A sure tribute to the magic that the words "electrical home" hold for the big majority of the public today!

WHEN at the beginning of this year the call was sent out to the electrical fraternity heralding the setting up of demonstration "Homes Electrical" as presenting a "master selling campaign for 1921," probably few even then appreciated the magnitude of the idea. Yet the very first call must have fired the imagination of electrical men from Florida to Oregon. Immediately, from coast to coast, in the small town and in the big city, plans were laid and Homes Electrical sprang up, to be visited by thousands of persons and to serve as models for thousands of other homes being built.

Surely no greater evidence of the success of these Electrical Home projects could be had than the decision to carry over the campaign into next year, and as long thereafter as needed. After practically each home was closed, a repetition was decided

upon, either immediately or for next year. The Home Electrical promises, indeed, to be the "master selling campaign of 1922," as it was of 1921.

As each Home Electrical was planned, its promoters studied the previous homes and the ideas which had been used to bring them success. But, as was to be expected, the promoters of each home also evolved their own ideas, and added to the constantly growing mass of data accumulated from the experiments in other cities. From Astoria, Ore., to Louisville—from Milwaukee to Salt Lake City—reports come in of the ways Electrical Homes have been built and adapted to meet local conditions.

People Came by Thousands

One can imagine, for example, what a Home Electrical meant to a town where it drew more than 10 per cent

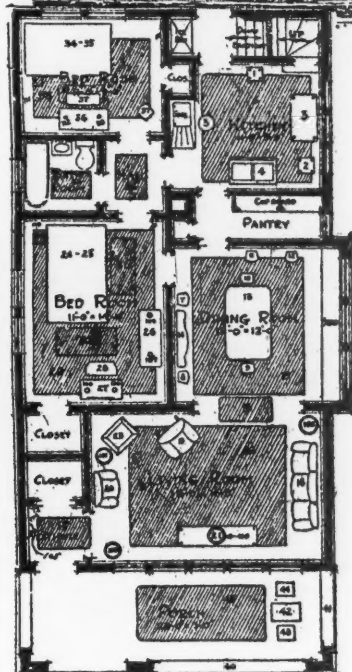
of the local population to visit it in the three days it was open! The town was Astoria, Ore.—with a population of only 14,000, to be sure; but the instance proves the amazing success possible even in a small place. More than 7,000 visitors were recorded at the Salt Lake City home, and the three Electrical Homes which Cleveland boasted this summer were inspected by no fewer than 83,109 persons!

Just how each of these cities put on its campaign was determined largely by local conditions. In Cleveland, of course, the Electrical League and the real estate men worked hand in hand, both sides getting the full benefit of the thousands of visitors who flocked to the homes. In Salt Lake, too, the home was built with the close co-operation of the Rocky Mountain Electrical Co-operative League, and the builder, and was offered to the public for inspec-

tion "as a demonstration of the growing tendency among progressive builders to erect smaller but better homes." And in Louisville, the eight-room home was built under the

the entire exposition, was directed by the *Milwaukee Journal*, but it was completely electrified and equipped by the Milwaukee branch of the Wisconsin Electrical Contrac-

mented folders and display advertising, and the wife of a leading citizen not related to the local electrical industry consented to act as hostess at the home.



At the close of Milwaukee's exhibition, not only the "electrical bungalow" itself but all the furniture and electrical equipment in it were sold at auction, the proceeds going to charity. This is the way the house and floor plans were advertised in Milwaukee newspapers.

direction of the Electric Club of Louisville, to be sold at auction for the builder at the close of the exhibition.

An Innovation to Raise the Standards of Homes

The Astoria home was not a residence built for sale, but was obtained for demonstration purposes by an appeal to the civic spirit of the architect and the owner, made by the Northwest Electrical Service League. The theme behind the appeal and the advertising was that anything which presents electricity as adding to the comforts of the American home necessarily raises the standards of homes. And, finally, in Milwaukee, the home was a model bungalow built on the stage of the Auditorium during the Food, Household and Electrical Exhibition held there in October. The bungalow, as well as

tor-Dealers' Association. It was "the" feature of the entire exposition.

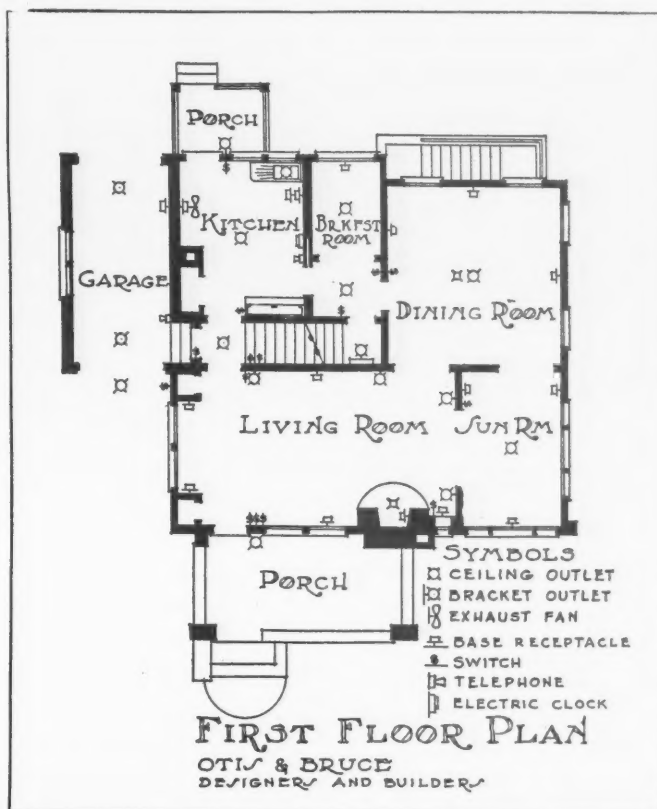
Probably each city has its own opinion of the methods which contributed most to the success of the home. In Astoria, for example, they attribute it to the methods adopted to obtain publicity—methods especially effective in small cities. Timely talks before the Ad Club, the Rotary Club, and the Kiwanis Club supple-

displayed, all having been drawn by lot for exhibition.

At Milwaukee's Food, Household and Electrical Exposition, of course, entertainment features were possible which would not, perhaps, be feasible when a home is exhibited independently. Elaborate musical and dance programs were arranged for each day—including a "Dance of the Electric Lamp." During the show,

Fifty Switches and 150 Outlets in Salt Lake House

Visitors to Salt Lake's home were admitted to each room in groups of twenty-five or less, a guide explaining the uses of the electrical devices and the meaning of "convenience outlets." While special precautions were taken against conveying the impression that the home was a "stunt" house, the home contained about 150 electrical outlets and nearly fifty switches—yet every wiring feature was needed to meet the every-day requirements of the housewife. Fully fifty appliances were



In all, fifty-four electrical appliances were installed in Louisville's "Home Electrical."

A master control switch in the main bedroom turned on or off lights in every room.



Here is the "Home Electrical" that was visited by 1,400 of the 14,000 inhabitants of Astoria, Ore., in the three days it was open to the public.

bids were taken for the electrical bungalow and the individual pieces of furniture and equipment, the proceeds all going to charities.

Another feature at the Milwaukee exhibit was the printing, in the souvenir program, of the prices of all electrical appliances in the bungalow. This is especially welcomed by many who see the exhibit, because, while it is highly desirable to keep a commercial atmosphere absolutely out of the affair, nevertheless "What does it cost?" is usually the first question to rise in the visitor's mind. Moreover, a program containing the prices is likely to be kept longer in the home for reference.

Louisville Home, Built to Sell for \$11,000, Auctioned for \$15,025

And the success of the homes? Well, all that were offered for sale were sold. The Louisville home alone, which was built to sell for \$11,000, found a purchaser for \$15,025 as a result of the auction held at the close of the exhibit.

And read this letter for yourself, written by a real estate builder to a Cleveland, Ohio, electrical contractor-dealer:

"Just a line to advise you that we have been very much pleased with the results of your idea of electrically equipping the homes we are offering for sale.

"It has resulted in a great many people coming to see these houses who could not have been attracted in any other way, and the writer feels sure that the electrical equipment

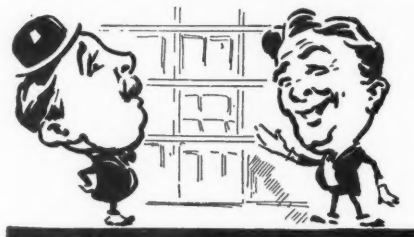
will not only sell our houses but mean additional sales on electrical goods for your people."

The "Home Electric" Complete—Some Alluring Prospects for 1925!

At 6 a.m. the clock will start electric power at work in the suburban home. It will close the bedroom windows, put the draft on the furnace, swing a door which will permit the exit of the dog and the entrance of the cat, heat the commuter's shaving and bath water and awaken the commuter with a song, spun from a concealed talking machine, which will cause him to begin his day with a big, cheerful thought.

At 7 a.m. electricity will take in the milk, make the toast and coffee, boil and even open the eggs, snatch the newspaper from the front steps and polish shoes. Meanwhile, upstairs, the nimble current will have transferred the commuter's buttons from one shirt to another, reminded him on the phonograph to put his spectacles in his pocket and not to forget a handkerchief, and suggested to him that he tell his wife while he is hungry what he would like for dinner.

Such are the little ways in which electricity will help mere man as well as super-woman.—New York Herald.



"I suppose your own home is fixed that way."

"You bet your life it is—come and see it!"

A Word to the Wives of Electrical Men

BY C. L. FUNNELL

Have you heard your husbands lecture to the mates of *other wives*
On the pleasures and convenience of a home
Where the servants are electric, skilled and faithful all their lives,
Where the outlets bloom like teeth upon a comb?

(Yes!)

You have heard him, then, orate:
"Man, you mustn't make her wait—
Give your wife a 'Home Electric!'
Bring your household up to date!"

(Oh, Frequently!)

But, your husband, Mrs. Salesman, does he take his own advice?
Does he root for "Homes Electric" when he's home?
Has he made *your* housework easy? Has he shown, to be precise,
All the signs of one consistent in the dome?

(No! Well, then—)

Why not tell your honored mate:
"Bill, you mustn't make me wait—
Give your wife a home electric!
Bring *our* household up to date!"

(Thata Boy, Bill. It's Good Business!)

Electrical Credit Men Planning for 1922

Conventions in Chicago and Philadelphia Emphasize Need for Better Credit Management
"From the Field"; Better Financial Statements, and a More Active
Participation in Tackling the Big Job Next Year

CREDIT MANAGEMENT in the electrical field during 1922 will be marked in a greater degree than ever before by a broadness of vision and a strong purpose to help create business, if the spirit and deliberations of the twenty-sixth annual conventions of the Central Division, National Electrical Credit Association, at Chicago, Nov. 17 and 18, and of the Middle and Southern Atlantic States Division, at Philadelphia, Nov. 18, are any indication. They are, of course.

Benjamin P. George, treasurer of the Beardslee Chandelier Company, was re-elected president of the Central Division at the Chicago meeting. During the two-day session, some of the speakers were: George A. Hughes, president of the Edison Electric Appliance Company, who talked on "The Trend of the Times"; E. W. Shepard, general credit manager Western Electric Company, New York, who spoke on "Credits and Reconstruction"; W. E. Sargent, credit manager Cutler-Hammer Manufacturing Company, Milwaukee, on "Difficult Credit and Collection Problems"; Henry Schwab, treasurer Monarch Electric and Wire Company, on "Supplemental E. C. A. Service"; T. C. Russell, president Russell Electric Company, Chicago, on "Value of E. C. A. Service"; and H. E. Wilkins, Belden Manufacturing Company, Chicago, on "Cash Discounts."

Other speakers were C. E. Vandel, Western Electric Company, Kansas City; A. V. Willett, Western Electric Company, Chicago; M. W. Scanlon, editor *Contact*, Westinghouse Electric & Manufacturing Company, East Pittsburgh; H. H. Pribbanow, Julius Andrae & Sons Company, Milwaukee; and Stanley A. Dennis, associate editor *ELECTRICAL MERCHANDISING*.

Management from the Field

During a discussion of credit management problems, it was brought out that probably ninety per cent of all credit decisions were made "from

the office chair" and that only ten per cent decisions were based on facts and information obtained by the credit manager from actual contact with the customer himself in the customer's own place of business. Probably nothing does more to create misunderstanding of the credit man's function than this "arm-chair credit management." What is needed is more "management from the field" by credit men. A splendid record has been made in this direction by A. F. Hearl of the American Electric Supply Company, Chicago. This company carries approximately fifteen hundred accounts in six states. During the past eight years Mr. Hearl has met about twelve hundred of his customers face to face, in their own places of business, and knows hundreds of them by their first names.

Take Your Discounts or Increase Your Capital

"If we did not take our discounts, we should have to increase our capital \$75,000," declared the representative of one rising young manufacturing concern. Probably not enough attention has been paid by credit men and contractors and dealers to the importance of taking discounts. Even those electrical retailers who are well able to do so, now and then grow careless on this point. Its importance will readily be evident to any lax dealer who will take the time to check over his purchases for a year and figure what his total discounts would amount to for the year. The total is likely to be surprisingly large.

Better Financial Statements Are Badly Needed

Credit men were urged to give more careful thought and attention to the subject of financial statements, to make a positive effort to have dealers and contractors submit financial statements as a basis for credit and to turn in statements periodically, or on request by the credit man.

Benjamin P. George, treasurer of Beardslee Chandelier Company, emphasized the necessity for making it easier for the contractor or dealer to know just exactly what is wanted in a financial statement. Mr. George described his own financial statement, reproduced on the next page.

Trade and Cash Discounts

H. E. Wilkins of the Belden Manufacturing Company, Chicago, explained the difference between trade and cash discounts, and answered in figures the question, "What happens when your customer takes his discount and mails a check twenty days from date of invoice or ten days after the discount period has expired?" Mr. Wilkins said, in part:

"There are two kinds of discounts affecting the amount received for goods sold or the amount paid for goods bought. The first of these is trade discount, which is a method for varying prices without interfering with list prices. The convenience of its use arises from the fact that a catalogue may be made permanent by recording only the list prices. The real prices are determined by the trade discounts offered by the seller, which are usually contained in bulletins sent to customers.

"The second is cash discount, which is a deduction offered to induce prompt payment within a *fixed* number of days. This deduction is expressed in per cent, and is always applied to the net or trade price after all trade discounts have been deducted.

"So much for the definition of the two kinds of discount. As credit men we are deeply interested in the cash discount, its application to our own business and its use and abuse by our customers.

"Remember that cash discount is offered to induce prompt payment within a *fixed* number of days. Figures are tiresome, but I want to show you one or two examples of what cash discount actually means to you in dollars and cents. Suppose your terms are 2 per cent ten to

19__

The following is a true statement of our financial condition on _____ 19__
and is made by us to BEARDSLEE CHANDELIER MFG. CO. for the purpose of establishing a credit
with them, and it is understood that this statement shall be the basis for any credit extended to us by
BEARDSLEE CHANDELIER CO.

ASSETS	AMOUNT	LIABILITIES	AMOUNT
Merchandise on hand at cost.....		For merchandise on hand.....	
Merchandise purchased, but not yet received.....		For borrowed money.....	
Cash on hand and in bank.....		For incumbrance on real estate, not homestead.....	
Good accounts and notes.....		For incumbrance on homestead..	
Total.....		Surety on notes or bonds for.....	
Personal property not included above.....		Mortgage on mdse. or other per- sonal property for.....	
Real estate, not homestead, market value.....		Judgment notes given for.....	
Real estate, homestead.....		All other debits of every kind.....	
Give name of person holding title to real estate.....		Total Liabilities.....	
Total Assets.....			

Annual Expenses \$_____	References _____
Annual Sales \$_____	
Insurance on Mdse. \$_____	
Insurance on Real Estate \$_____	

Corporation or Partnership _____
Names of Partners _____

Firm Name _____
Signed by _____

2454

Better financial statements are badly needed in the electrical industry. This is true especially in the contractor-dealer end of the business. This financial statement, used by the Beardslee Chandelier Company,

shows a very definite effort on the part of that company to tell a contractor or dealer in simple terms just what the company wishes to know when a prospective customer wants a line of credit.

sixty days net on a bill of \$125. By discounting this bill your customer earns \$2.50 interest for fifty days or at the rate of 5 cents per day, or \$18 per year of 360 days. Expressed in per cent this means a saving of 14 per cent per annum. Take the same bill of goods sold on terms of 2 per cent ten days, thirty days net. By discounting in ten days the customer earns \$2.50 interest for twenty days or at the rate of 12½ cents per day or \$45 per year of 360 days. Expressed in per cent this means 36 per cent per annum. Your selling prices are arranged to take care of this item of expense as they are based on your terms of 2 per cent ten to thirty or 2 per cent ten to sixty, whichever they may be. But what happens when your customer takes his discount and mails you a check in twenty days from date of invoice, or ten days after the discount period has expired? He appropriates (I won't say earns) \$2.50 interest for ten days instead of twenty days, as allowed by your terms, or at the rate of 25 cents per day or \$90 per year of 360 days. This expressed in per cent means 72 per cent per year. In other words, if you accept this check as rendered it means that it is costing your company at the rate of 36 per cent per year for the privilege of doing business with this particular customer.

And this is in the face of all our present efforts to reduce expenses. From an economic standpoint if from no other, such remittances should not be given countenance.

"From the moral standpoint I cannot add anything to all that has been said on this subject. As long as the law exists, let's obey the law. If it's a bad law, we should legislate against it, and get it off the books. If we have cash discount terms let's enforce them, if the terms are just. If they are not just they should be eliminated. It is a personal matter with each of us."

Tackling the Big Job in 1922

Stanley A. Dennis, associate editor of ELECTRICAL MERCHANDISING, spoke on "Tackling the Big Job in 1922." His message, in part, follows:

"If I were to tell you that the big job facing our industry in 1922 is to persuade the manufacturers of electrical appliances and devices to study and make a more careful analysis of their markets in order to obtain better distribution, or to iron out any patent difficulties that may exist, I should be telling only a part truth.

"If I were to tell you that the big job in 1922 is to help the central stations of this country obtain more money for financing extension of lines and equipping large areas of

our cities and countrysides with electrical service, I should be telling you only a part truth.

"If I were to tell you that the big job in 1922 is to help the jobber function as a jobber should function in the distribution of electrical appliances and supplies and equipment, I should be telling you only a part truth.

"If I were to tell you that the big job in 1922 is to help the contractor-dealer to become a better merchant and financier, to adopt and keep in practice the standard accounting system, that also would be only a part truth.

"What then is the big job before the electrical industry in 1922? If I do nothing else today, I want to help you get a clear vision of the big job before all of us next year.

"There are in the United States today more than 20,000,000 homes, scattered from the Atlantic to the Pacific and from Canada to Mexico. Nearly 7,000,000 of these homes are wired for electricity. There are 14,000,000 that are not wired. Of the 14,000,000, there are 5,000,000 now on central station lines, but unwired. There are 9,000,000 unwired houses yet to be put on central station lines. That suggests part of the big job ahead.

"We can say what we will and do what we will about our respective organization problems as such, but we have gone only part way toward doing the big job when we stop with their solution. It is one thing to make a good uniform and keep it as serviceable as possible. It is one thing to keep a rifle always ready for instant and effective use. It is one thing to have the munitions of war lined up where they will be accessible at the time they are needed. But it must never be forgotten that the big job is to beat the enemy. So it is the comprehensive view that I want you to get—the great big challenge before the whole industry that I want you to think about as you go into next year.

"Think about these 7,000,000 wired homes. The industry has the big task of keeping these homes supplied with electricity—first of all, for light. There is another job of replacement of lamps as they wear out. There is the job of putting more appliances into these 7,000,000 wired homes. There must also be carried to the householder who knows electricity only in terms of light the conception that light is only one of the

many uses and forms of electrical service. And houses that are already equipped must be re-equipped as appliances wear out. These are parts of the big job for next year.

"What holds good for the existing 7,000,000 wired homes also applies to the 14,000,000 unwired homes—as soon as they can be wired.

Plan to Put Electricity Into All New Homes

"As if the job of replacement in houses already wired and the job of putting wires and appliances into unwired homes were not enough, we have something else. Labor is coming down and building materials are coming down, and probably will continue to do so. Economic experts hold that prices will probably be on a down-hill market for the next thirty years. It seems reasonable to expect that next year will see the beginning in larger measure than this year has of the building of the 2,000,000 homes that are needed by the people of this country. Literally thousands of these 2,000,000 homes will be built largely within areas now serviced by central stations. There is no question about that. There will be a large proportion out beyond central station lines. In both cases wiring must be done and in one case central station lines must be extended.

"When these 2,000,000 homes are built, somebody will have to care for them and servants are scarce in this country. Perhaps the best servant of all is electricity. Part of the big job is to get one hundred per cent electrical service established within those homes as rapidly as they are built.

"I am not thinking of 1922 in terms of the particular problem or problems of any one association within our industry. I am thinking of 1922 in terms of the big problem that faces the electrical industry as a whole. We must put electricity, the greatest servant of all, into the homes of the American people.

Wherein Lies the Power of the Credit Man

"So, we get down to the vital question: As credit men facing this big job, shoulder to shoulder with the central station man and the manufacturer and the jobber and contractor-dealer, where should you function in getting this great work done?

"The National Electrical Credit Association, of which you are a part,

draws its membership from those who are engaged in the manufacturing and transportation functions within the industry. The financing function underlies the extractive, manufacturing, transporting, trading and contributing functions that make up any industry. That means that somebody must handle the operation of money and credit all the way through these functions. To each of you I say, 'Thou art the man.' And sometimes I wonder whether you are awake to the power you hold in your hands, or whether you just slumber on year after year.

"Ever since this convention opened, I have listened and listened and listened to your discussions of your problems. They can all be summed up in these words, 'How can I collect the money?' If I were a credit man I would assume that my first job was to pass on the reliability of a prospective customer; then to enforce the terms laid down by the head of the house, by the sales department or by the credit department, as the case may be; and then, if the money were collected promptly, I'd say, 'My concern is not with this account.' If the money did not come in promptly, then I would say not merely 'How shall I get it?' but, 'Why is this a slow pay account?' Then my real work would begin.

"Not at the 1920 annual convention of the National Electrical Credit Association, not at the 1921 annual

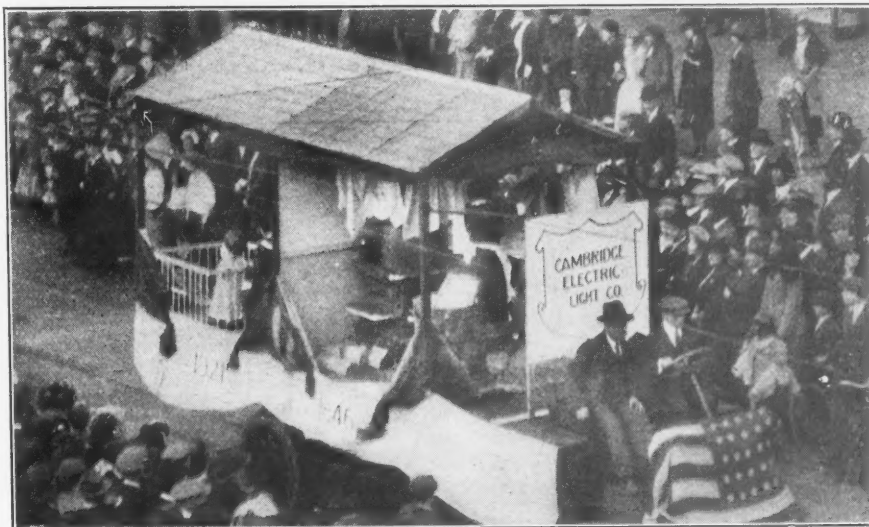
meeting, did I hear, and not at this divisional meeting, have I heard three minutes spent in discussing the question: Why is it that the customer does not pay or does pay on time? We have talked about how to collect the money when he owes us the money, but if eight out of ten debtors do not pay their bills or are very slow, I want to know *why*, and that, in my conception of the credit man's function, is where my job of constructing better credit conditions would begin. It would be not my job merely to get the money, but to make the debtor a better financial manager.

Specific Things for Credit Men to Tackle

"With this point of view, I want to suggest a few of the specific things that should be done by electrical credit men in 1922 in getting their part of the big job done.

"First, define the job that your association as such should do, and then do it, not some other job. Can I get across to you the idea that co-operation is co-operation and that co-operation is not duplication? For one association to set to work on a certain program when another association is already doing the job, is unnecessary and wasteful duplication. I want to emphasize this point: Find your exclusive job as an association and stick to that job. If we do not cut out this waste within the

What Electricity Has Done to Laundry Methods



When Cambridge, Mass., held its seventy-fifth anniversary parade recently, the Cambridge Electric Light Company entered a float that visualized an important phase of progress. In the forward half of the exhibit was installed a kitchen with fittings of the vintage of 1846, including coal range,

wash boiler, wash tub and scrub board. On the after deck modern electric methods of de-dirting clothes were shown, and keen interest was attracted all along the line of march. The display was approximately mounted on one of the company's electric trucks.

industry—piling one association on top of another—some associations will go by the board.

"In the second place, when you tackle this job next year, weed out the impossible contractors and weed out the impossible dealers. I do not mean to put anybody out of business at all, but if you have studied merchandising from the broad point of view and have studied human beings, you know that there are some men who make good contractors but exceedingly poor dealers. You know other men who are good dealers but who may never become good contractors no matter how hard they try.

Help Contractors and Dealers to Find Their Right Places

"If you have some high-grade contractors who are wasting time and money on a poor dealer business, contractors who do not know how to buy or sell, get them to stick to the job that they *do* know that they *can* do. If, on the other hand, you are carrying a poor contractor that would make a corking good dealer, then make him a better dealer and help him sell. Your bills are not paid for very specific reasons. One of the reasons lies in the fact that many contractors are trying to merchandise who will never be good merchants. Help the contractors and dealers to find their right places and help each to do the job that he is best equipped to do and not something else.

"All over the country in 1922 new contractors and new dealers are going to spring into existence. Part

of the job of a credit man is to aid this new electrical man. Make a better financial man out of him. Give these new boys that come into the business next year a chance to show what they are made of. Give them a chance to find their place as dealers or contractors, and help them along. Bring them up from childhood to manhood in our electrical industry.

"Part of the job that you can do better than anybody else is to educate contractors and dealers to the fundamental importance of sound financial policies and methods. I do not care how good a man may be at writing an advertisement to go into the local paper each week; I do not care how good he may be in planning display of goods; or how good he may be in talking over the counter and making a sale; he will never succeed as a merchant if he is not grounded in fundamental financial principles and does not know how to apply them to his business. I am trying to help you do that job. I hope you will make it part of your job.

Get Standard Accounting System Established

"Another thing that should be done next year is to get this standard accounting system established and lived up to day by day, week by week, month by month. Nobody is doing it. It was born in this association. It was mothered in this association. The contractor-dealers' association is trying to sell it but is not hanging up any remarkable sales records. Here's a job that needs to be done.

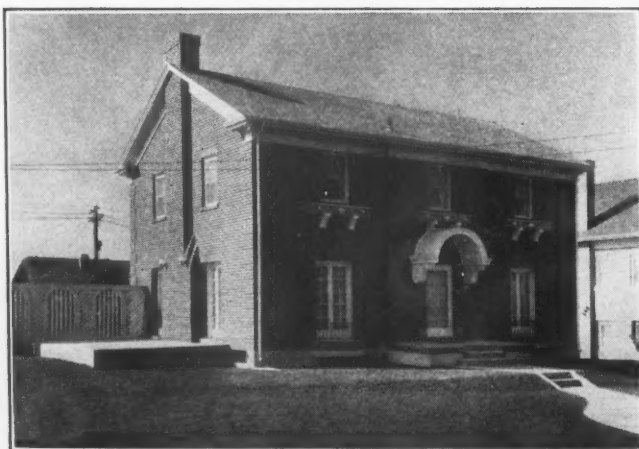
If the credit man can't do it, I do not know who can.

"You can get behind electrical home campaigns in 1922. You can think of electricity in the home as a luxury. You can argue, if you will, that it is a necessity. You can argue also that the appliances we are trying to sell in the electrical industry are conveniences. For all people, they are conveniences. They may be luxuries for some people. For many people, however, the things that we sell are necessities. Part of our big job is to demonstrate the home electrical idea and then sell the goods.

"The electrical home idea, as a local electrical campaign, is a practical demonstration in a community, by the electrical interests within that community, of how to use electricity in other ways than for lighting purposes. You can make that demonstration (if you want to) an exhibition of the luxury side of life or an exhibition of the convenience that electricity brings into the home, or you can show how all of these appliances in many cases are necessities.

"When some electrical man in your community gets into his head the idea that the electrical industry in his community should get behind an electrical home campaign and asks you or your company to support the idea financially, don't say, 'No.' Before you turn him down, give the whole proposition careful and unselfish thought and make up your mind that you *can* afford to get behind a local electrical home exhibition. You will never lose a dollar in the long run."

Well-Built, Tastefully Furnished House Makes Best "Home Electric"



One of the strongest elements contributing to the success of the "Home Electric" is the selection of a well-designed home, tastefully furnished. The illustration on the left shows the exterior of the Colonial house selected for a "Home Electric" in



Salt Lake City. Approximately 150 electric outlets and nearly fifty switches were used in the house. In showing visitors through the house, the living room of which is pictured at the right, a number of guides were employed, who explained the

installation and the convenience of each item of equipment in each room. The home was conducted under the direction of the Rocky Mountain Electrical Co-operative League and electrical manufacturers, jobbers and dealers contributed to its success.

"Saving Daylight" for the Hens

With Some Cautions on the Abuse of Artificial Light for Winter Layers

"SAVING DAYLIGHT" for the hens is becoming a fine art with many farmers. They are finding that lengthening the hen's day with artificial light in the chicken houses not only increases winter egg production, when eggs bring highest prices, but also, when rightly used, increases production for the entire year. And, step by step, they are gradually reproducing daylight conditions in the chicken house, with the use of switches, time clocks and dimming devices. "Night" now comes gradually to many chicken houses by the automatic dimming of the lights—and "dawn," too, with the slow turning on of the lights—while the owner peacefully sleeps.

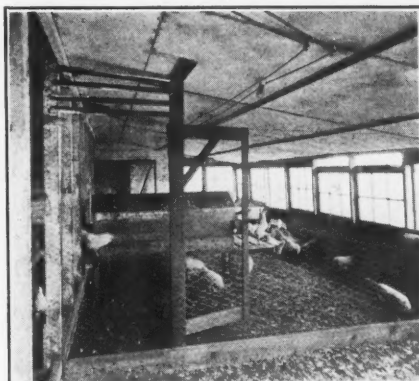
The only drawback, now, is that our farmer friends are becoming *too* enthusiastic for the innovation. Reasoning that, because a little of a good thing is good, more of it will work even better, many of them are lengthening the hen's winter working day to 15 and even 17 hours. Naturally, while the winter egg production goes sky-rocketing, the hens are actually being over-worked, and a serious slump comes in the spring.

Cautioning farmers on this abuse of artificial light for winter layers, one of the editors of the *Reliable Poultry Journal* says:

Experience has shown that where lights are used for comparatively long periods so that the birds have a 15 or 16-hour day, production can be forced up to 70 per cent or even higher. Practically without exception, however, those who do this find that the hens soon break down and that taking the season through they may even produce fewer eggs than those in pens not lighted. It may not be a physical impossibility for fowls to eat and assimilate the quantities of feed required to meet their bodily requirements and lay eggs in such numbers in winter, but clearly there are few persons who are sufficiently skillful feeders to maintain production at that high level, for any length of time.

Why Lights in the Morning Do Not Always Give Good Results

There is no reason to believe that there is any essential difference in the value of lights used at any particular time in the day. Choice in this respect is determined chiefly by the convenience of the caretaker. One advantage of turning the lights on in the morning is that the birds will come down at once and may readily be kept down thereafter until the usual time for going on the perches in the



"Night" now comes gradually to many chicken houses by the automatic dimming of the lights—with a resulting increase in egg production that delights the farmer.

evening. However, if there is no feed for them when they come down and if they must go without water for two or three hours, or must drink ice water left over from the day before, there may be little gain from the use of lights. This is particularly liable to be the case in extremely cold weather, when the neglected and hungry birds can do nothing but huddle together for warmth on the floor.

With the possible exception of sections of the country where midwinter mornings are extremely cold, lights in the morning should give entirely satisfactory results if the caretaker is on hand to feed and water the birds promptly or if he has provided for their needs the night before. Where this cannot be done results usually will be more satisfactory if the lights are turned on in the evening, thus lengthening the day at the other end.

The chief reason why lights in the evening do not always give good re-

sults is that the poultry keeper fails to adapt his feeding methods to conditions. We have gone into many lighted poultry houses at dusk where one-half or more of the birds were on the perches and the remainder standing around more or less idle. It is useless to expect much benefit from the use of lights under such conditions.

Why Lights in the Evening Sometimes Are Unsatisfactory

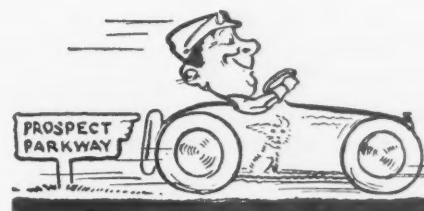
The caretaker must have a feeding schedule that will offer some inducement to the birds to keep reasonably active during the lighted hours. With proper attention to this, lights in the evening will be just as satisfactory as in the morning. You can depend upon it, however, that if you are using lights at night and the birds are going on the perches in spite of them, your method of feeding is at fault.

What Happens When Extra Lights Are Turned Off Too Abruptly in the Spring

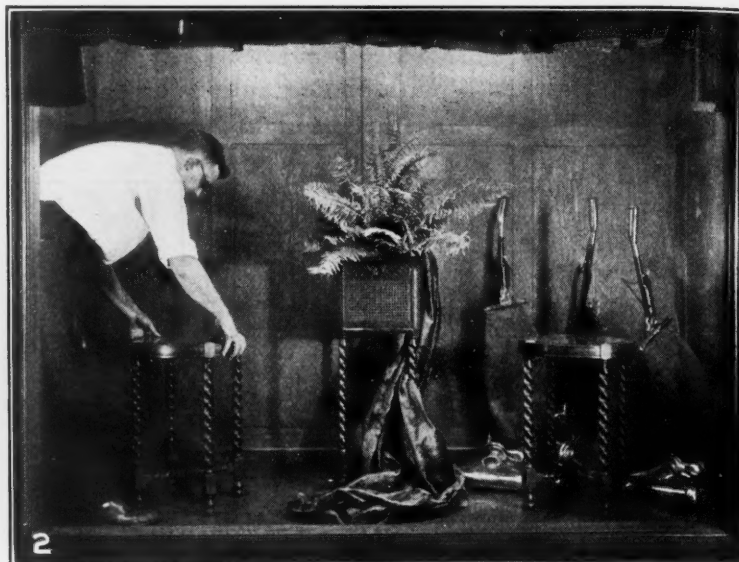
Many poultry keepers have found that while they have had good results with their lighted flocks during the winter and early spring, the egg yield quickly falls off when lights are discontinued. This often is accompanied by a molt. Apparently the explanation lies in the sudden change in conditions, something that always unfavorably affects fowls even though it may seem to be of slight importance. No matter when the lights are to be turned off, do not discontinue them all at once, but reduce the lighted period gradually, 10 minutes or so per day, thus introducing the birds to the change by degrees.

If you decide to become a salesman, by all means study salesmanship. Do not think that you can become a salesman merely through energy, confidence and a certain amount of "cheek." These are all desirable assets for a salesman if you put a reasonable restraint on the cheek, but there is just as much study necessary to become a first-class salesman as there is to become a first-class engineer.—IRVING T. BUSH.

Judge His Purchasing Power— By His Car!



When your ears are assailed by the squeak of a brake
As a motor car halts at your door,
Take a look at its varnish, its year and its make,
And guess at its stroke and its bore.
Keep your eye on the fenders and hub-caps and hoods,
When a man in an auto arrives.
His power to purchase electrical goods
Is shown by the car that he drives.



Five Steps in the Art of "Painless Window Trimming"

Here Are the Easy Steps Involved in the Process of Creating a Real Display, as
Demonstrated for the Electrical Man by C. B. Moore of Cleveland

No. 1 Before beginning to trim the window, certain essential preliminaries must be disposed of. Strange to say, not all electrical shops are provided with adequate window lighting, in spite of the fact that they preach the necessity for it strenuously to others. That good old rule, "plenty of light on the object, not on the eye," fits the electrical shop window just as well as it does our neighbors.

Then, too, the floor and background of the window deserve some attention. Is your display floor nicked and tracked and dented? Does it show traces of struggles with heavy washers and ranges which have been dragged in and out? If this is the case, a rug of a single, dark color should be provided to cover the battle scars. Do you leave the back of your window open so that all the passers-by may get a confused picture of what goes on inside of the store instead of giving their attention to the window? This is not good display practice. The spectator seldom gets the message of your window when people moving around inside take his eye from the merchandise. If the back of the window must be left partly open for the sake of providing light for the store, at least have a solid background part way up, so that it will extend above the head of the prospect who stands on the sidewalk. This may be simply a curtain on a rod which may be taken down when you move large appliances in and out.

And before going ahead to put anything in the window, it's necessary to plan the exhibit carefully, thinking it out to the last detail. A good way is to make a sketch of the display you have in mind. Then get the required "properties" together, and you are ready for action.



That Lighting Fixture Market Will Be Held in Milwaukee

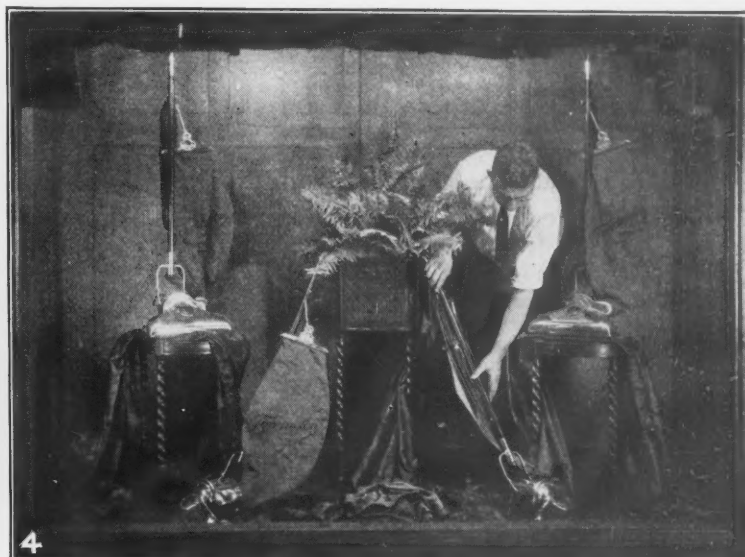
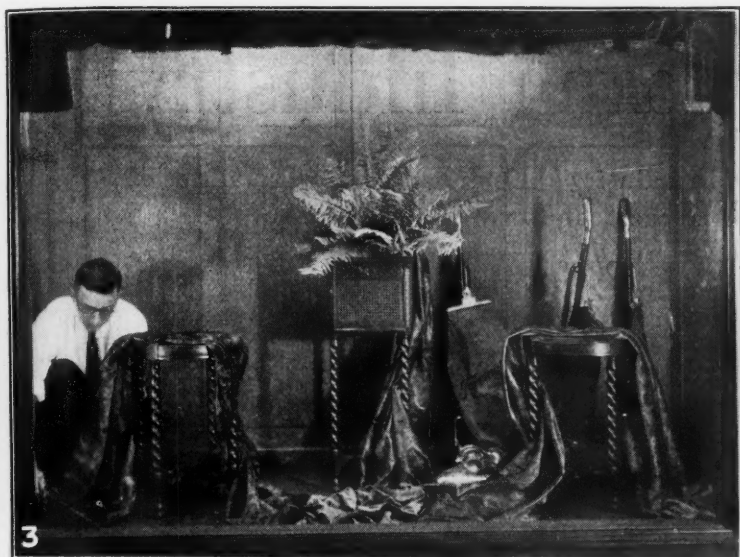
Plan now to take your trusted stick in hand and follow the big lights to Milwaukee. The Lighting Fixture Conventions and Market will be held there from

January 30 to February 4, 1922.
Don't miss them!

The first bit of action, as Mr. Moore demonstrates, is to clean the window thoroughly. Everything about the completed display must be immaculate. There must be no finger marks on the glass, and no dust and dirt on the floor. Don't use the window as a repository for sheets of sticky flypaper, either!

No. 2 In a display, most merchandise should be elevated above the floor level for the sake of emphasis. The next step is therefore to place neat taborets, of simple design, in the window in accordance with the pre-conceived display plan. The taborets, and other furnishings used in the window must be chosen so as to harmonize with the colors of floor covering and background. The woodwork should be of the same finish throughout if possible, or at least all pieces should fit in with the general scheme. The fern on its stand adds a desirable artistic touch, especially needed in the window of the electric shop, where the effect is otherwise likely to be mechanical and not particularly attractive to the woman customer's eye.

A window full of appliances alone may be effective, but experience has shown that the household appliance display in which there is a suggestion of pleasant home atmosphere makes a much greater appeal to the feminine among the passers-by, and they are the ones to be considered.



No. 3 For the same reason that a fern is desirable, the up-to-date electrical store includes a few yards of velour of a dark color among its window equipment. The modern dealer has given up the crinkly crêpe paper which was formerly considered good enough "trimming" for the window in favor of this richer, durable drape. This helps soften the background and makes the setting of the devices more pleasing, especially if the folds of the goods are gracefully arranged. Like the fern, it assists in "taking the curse off" the hard lines of appliances and softens the whole display.

Experiments with velours of different colors have shown that black, gray and purple best set off the electrical devices. Black velour greatly enhances the bright finish of polished electric hollow-ware. And the dealer who gives up crêpe paper to invest in the more substantial fabric finds, at the end of the year, that his purchase has been an economy, not only because of the greatly improved appearance of his displays but also because he has something left to show for his money. With a little brushing each week, the velour is good for many seasons.

No. 4 The pairs of cleaners as they are set in the window balance one another, and the fern forms an effective centerpiece. It is sometimes difficult to determine just how many appliances to show in a window, but a safe rule to follow is that it is better to err on the side of having too few rather than too many. The logic of this is easy to see. Passers-by, walking down the street, do not have the time nor inclination to stop and study each individual window. They give your display a once-over glance, and if something stands out big enough to attract their attention they are likely to stop to see more of it.

The window must, therefore, get across one big message; in this case

the message of the electric vacuum cleaner. That strikes the eye at once, and strikes it favorably because the exhibit is harmoniously designed.

No. 5 Those who have caught the gist of the window's story and stop to "hear" what more it has to say find in the cards—the final touch to the window—just enough information to interest them sufficiently to go into the store after more.

Signs are an important detail in the electrical shop window and a detail too often neglected. Electrical devices still require some explanation to the great mass of people, especially to the women. Many housewives are timid about having anything to do with the wires and wheels and whirring motors, and yet at the same time they covet the comfort and convenience which the appliances

afford and are curious to learn more about them. A well-worded sign, not too lengthy, may be just the right "bait" to bring them in.

And you will note that the location of each sign in this demonstration window was obviously planned carefully before a single piece of "property" was placed. The tall center card exactly fits the space provided for it, and the side cards, balancing each other, seem to "belong" in just the spots where they stand. All three contribute to the unity of the window design.

The total result is a spick-and-span window which tells its story adequately. Good lighting, good background, a clean window, a display well planned to give a simple, unified effect, with taborets and velour, cleaners and cards placed symmetrically—that is a nutshell summary of the primer lesson in window trimming.



Wastes in the Building Industry

Some Extracts and Figures from the New Book "Waste in Industry"* Compiled by the Committee of the Federated Engineering Societies, Appointed by Herbert Hoover While President of the Federated Engineering Body—The Chapter Here Quoted Is That on "The Building Industry" Compiled by Sanford E. Thompson

GREATER co-operation between the workmen and the employers is an absolute essential. This co-operation must be attained before we can approach the elimination of labor difficulties. Such co-operation, however, is impossible without the removal of causes of friction and the working out of plans to this end.

PRIMARY CAUSES OF WASTE.—The chief sources of waste in the building industry are as follows:

1. **Irregular Employment.**—The building trade workman, as shown by actual records, is busy on the average about 190 days in the year, or two-thirds of his time. A few contractors, individually or associated, are attacking this problem with effective results. The public also must be educated to the need of a sensible distribution through the year of its construction demands and requirements. Idleness, however, is not due entirely to seasonal demands; strikes and lockouts are appreciable causes.

2. **Inefficient Management.**—Haphaz-

*"Waste in Industry," by the Committee on Elimination of Waste in Industry of the Federated American Engineering Societies, with a foreword by Herbert Hoover. The work of more than sixty engineers of wide experience and recognized standing. Published November, 1921. McGraw-Hill Company, 370 Seventh Avenue, New York City, 406 pages, 6 x 9.

ard management in planning and controlling work, and lack of standards, which often double the labor cost, characterize most construction undertakings. Here, again, a few builders, recognizing the waste in money and man power, are adopting methods that approach modern factory management.

3. **Wasteful Labor Regulations.**—Union regulations in the past have produced enormous losses through direct or indirect restriction of output. Workmen and contractors, however, are beginning to appreciate—the men often before the employers—that reduced output reacts in tremendous fashion upon themselves.

SECONDARY CAUSES OF WASTE.—Customs or conditions prevailing throughout the industry are secondary sources of waste. In some construction trades accidents involve losses up to 10 per cent of the labor cost in addition to the human loss of lives and energy. The average loss computed from the insurance statistics, is about 2½ per cent of labor cost. Here also certain contractors have found it possible to cut their accidents in half through special efforts.

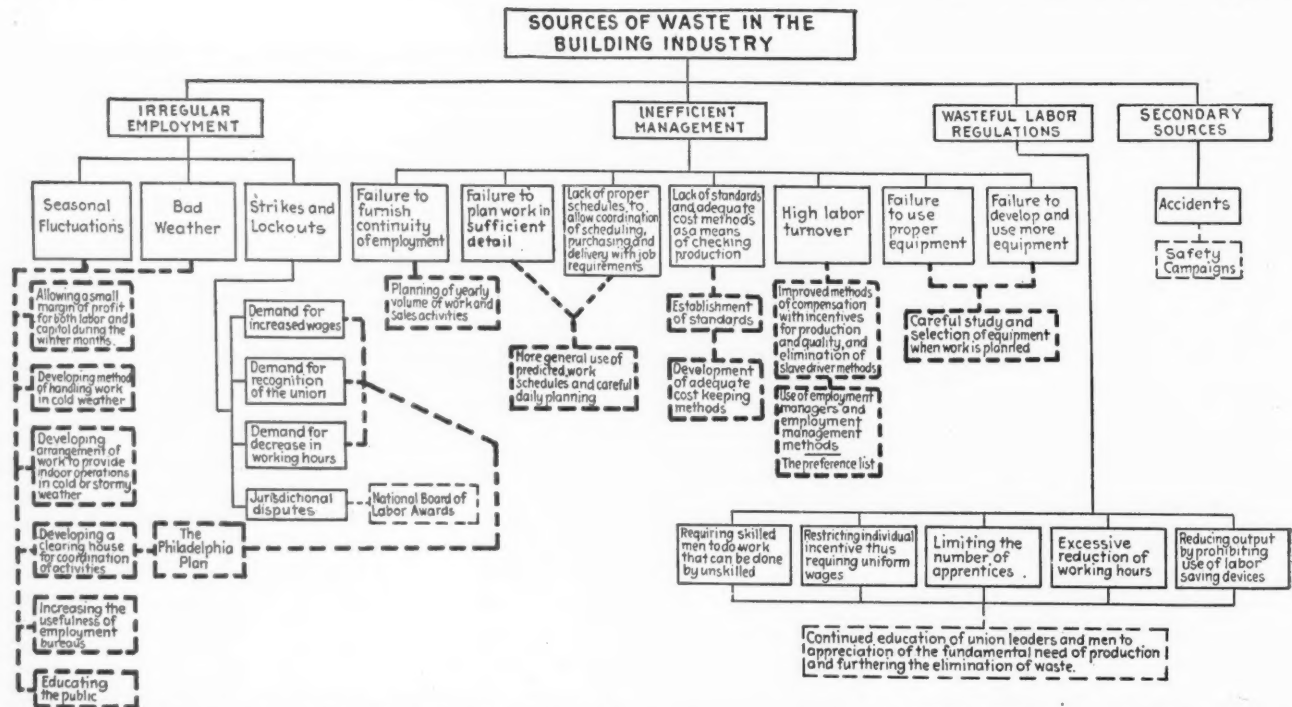
Another of these secondary causes is poorly-designed equipment which frequently retards construction in an extensive degree and permits waste of materials.

Building, including all trades and the common labor incidental to it, contributes to the wealth of the nation more than \$3,000,000,000 per year, this estimate being based on reports issued by the F. W. Dodge Company. This figure does not include repair and miscellaneous work, which would swell the total by a large percentage. Yearly averages for the past six years show that the activities of the industry are expended upon:

Residential buildings.....	32 per cent
Industrial buildings.....	18 per cent
Miscellaneous.....	50 per cent

It is estimated from the last issued United States Census that some 3,000,000 mechanics and laborers were employed in the building industry in 1920—about 7 per cent of all persons employed in gainful occupations.

Peculiarities of the Building Industry.—Unlike manufacturing operations each building project requires special work, both architectural and structural. Buildings are erected for numerous purposes and designs are tempered to suit the fancy of architects and owners. Each building, therefore, may be compared to a special order with new specifications going through a factory. Yet this variety can scarcely be termed uneconomic or wasteful since from the artistic viewpoint the extra expense of diversity of architecture and types of



The several sources of waste in the building industry have been laid out here in chart form. The main classifications, it will be

noted, are irregular employment, inefficient management, wasteful labor regulations (each carrying detailed explanation in the

sub-classifications) and the secondary sources, including accidents. Remedial steps are pointed out in the dotted sections.

construction is warranted. Standardization in housing has been attempted, but the field is very limited. Standardization of particular details of construction has been more successful.

Another striking fact about the building industry is that inasmuch as small buildings require so little capital or credit, and apparently so little technical ability, the field is full of small contractors, many of whom operate for a few years and then fail. In Cleveland, Ohio, for example, out of 4,000 building contractors perhaps not more than 400 are needed. From these small firms the range runs up to the highly capitalized company with yearly business in the millions, employing thousands of workers and having a trained technical organization.

The "Cost-Plus" Contract.—The ordinary form of lump-sum contract places on the contractor the entire burden of minor defects in contract or plans and also other hindrances over which he has no control. The question of "extras" is also a constant source of disagreement.

The cost-plus contract developed during the past twenty years takes away a part of the element of risk from the contractor. This form of contract was largely utilized during the war. Although its use increased the expense, it unquestionably assisted greatly in prosecuting the war with vigor.

The lump-sum contract serves to insure the owner against unauthorized expenditures beyond what has been planned for. The burden being on the contractor, he naturally exercises special care and skill in the preparation of his estimates and also in providing a means to keep within his estimates.

With the ordinary cost-plus contract the greater the cost, the greater the profit to the builder, while the burden of expense is thrown on the owner. The builder, therefore, must be of extraordinarily high ability in handling the work from a professional standpoint rather than to get what he can. Provision in the contract for incentives for reduction of cost and time may remove many of the uncertainties of the owner.

Abnormal Conditions Today—Shortage of Housing.—Certain striking features in the situation today, which may be considered briefly at this point, are more or less temporary in nature, and are to be charged to the abnormal conditions caused by the war.

The outstanding fact in the building industry during recent months has been the lack of work. The loss in wages at present from this cause probably half a billion dollars per year.

In an accompanying diagram the values of the various classes of construction work for the entire country from 1915 to 1921, are represented as percentages of 1915 values. Actual footage constructed is represented also. It will be noted that while the value of production in succeeding years greatly exceeded the 1915 figures, the square footage or real measure of value approached the 1915 figures in 1918, and the 1921 total estimated on the basis of the average for the first months of the year will fall far behind 1915. The increase in the unit cost per square foot is indicated by the difference between the curve and the height of the various columns.

The need for building is most evident. The costs are so high, however, that

the householder cannot afford to buy, nor can the banker loan money because of the danger of loss through the inevitable fall in prices.

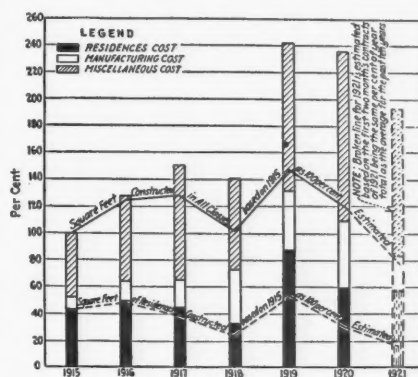
The Causes of Waste Analyzed.—The principal sources of waste in the building industry, already noted, may be set down specifically as follows:

- I. Irregular employment.
 - II. Inefficient Management.
 - III. Wasteful Labor Regulations.
 - IV. Waste from secondary sources.
- (See diagram on opposite page.)

In addition to these three main groups, there are secondary sources of waste which are a result of customs or conditions prevailing throughout the industry. This group is as follows:

1. Failure of architects to furnish check plans and specifications.
2. Duplication of labor in estimating and often in designing.
3. Lastly, accidents which are particularly important in the building industry because of the extra-hazardous nature of the work.

It has been shown that many of the factors classed as "labor wastes" originate in a greater or lesser degree from inefficiency of management.



This diagram shows the per cent of construction work in various classes for the entire country, based on 1915 as 100 per cent.

Need of Planning on the Job.—Daily planning, such as is used in modern factory management, has been applied only to a limited extent in the building industry. Contractors are prone to leave the planning of their work to their superintendents or often to their foreman, with very little means to coordinate the work of the various gangs. Again, it is to be observed that "rule-of-thumb" methods are still employed by a large number of contractors in carrying on their work, the materials on hand governing the order of operations to a large extent.

Cost Keeping Methods Inadequate.—Scarcely two contractors have similar methods of keeping account of costs. Few keep accurate enough records of work accomplished by the workmen to furnish an approximation of the unit costs from day to day. The economies to be derived from accurate cost records have been recognized by a few contractors who will be found among the leaders in the industry. These contractors by maintaining standards for the various subdivisions of the work and by utilizing the time-keeping system, have a check on the time spent by the various workmen on any operation.

Incentive for Production and Quality Needed.—Little is accomplished in this

world of ours without some definite incentive. This incentive may be a moral desire for accomplishment, it may be an aim for advancement, or it may be the pay envelope, which after all, is the means for ethical as well as material progress. The negative incentive, the slave driver method, reached its widest use in construction operations. Unfortunately it still exists in many quarters. But this type of management is passing. It must not be replaced by a "go-easy" policy which takes all the stamina and character and individuality out of a man, but by well-defined methods, such as definite records of accomplishment, scales of wages based upon quality and quantity of work done, or bonuses for coming within the required standards of quality and production. All of these devices, however, are worthless without determination of standards, knowledge of a proper day's work, and control of the work and materials as above described.

Waste attributable to labor in the building industry arises from many sources and the amount of waste fluctuates with the demand for labor.

Labor Organization.—The building trades, because of the scattered nature of their work and its miscellaneous and seasonal character, particularly need organizations that will assist them in maintaining their rights and obtaining a square deal. The trade unions tend to relieve the contractors of their responsibility, as they act in a measure as employment agencies. They are also supposed to vouch for the ability of their men, but, unfortunately, the ability of union men is as little known as that of non-union men, and does not obviate the need of complete employment records. Particularly during the demand for men in the past few years, unions have necessarily taken in those having little skill or ability, and these still retain their union cards.

Union Rules.—Some of the union rules affecting work are justified in furthering quality and workmanship. Many are absolutely wrong and uneconomical and show the lack of recognition of the fundamental principles of economics, which require that a man give his best in order to receive fair returns. Many unions have exceeded the limits of fairness, and partly because of the leaders' lack of appreciation of the fundamental need for high production, have formulated by-laws, and, in individual cases, have formulated demands that have been a tremendous factor directly or indirectly, in the restriction of output. This has resulted in increase in cost and reduction in the demand for building. It represents, in fact, one of the great sources of waste in the building industry. This policy has reacted, resulting in widespread opposition to unions. In fact, some of the most successful building contractors employ non-union labor, because of their opposition to unjust union rules and requirements.

In considering this question it must be recognized that the unions are by no means alone in their restriction of output. The contractors and builders and supply dealers affect the situation to as great a degree indirectly by maintenance of high prices, collusion in bidding, and unfair practices. Collusion between unions and employers also has sometimes raised prices unduly.

Electrical Merchandising

The Monthly Magazine of the Electrical Trade

believes that:

1. Goods must be sold and business done at a profit.
2. **Business comes to the man who goes after it.**
3. Central stations must compete with other retailers at a profit.
4. The contractor-dealer must go after business if he expects to get what he deserves.
5. Discounts in the chain from manufacturer to jobber to dealer must be so adjusted that every man who has a function gets paid for it.
6. It is to the central station's interest to encourage and foster retail sales by every retail electrical dealer in its community.
7. Electrical contractor-dealers should cease selling merely wiring jobs or appliances, and sell an electrical service.
8. The electrical merchant—central-station man, as well as contractor-dealer—must analyze his business, know his costs, and adopt modern merchandising methods in both buying and selling.
9. The electrical trade must think and practice "Quality Electrical Work," using quality materials. This means that owners, architects and builders must be shown the advantages of equipping houses throughout with convenience outlets; that plugs and receptacles must be standardized; that fixtures should be equipped with standard-plug connections; that lighting outlets and switches be located with regard to the principles of good illumination and convenience; and that meter-boards be so located that meters can be read without entering the house.
10. It is the duty of every electrical man to help educate the public to use electricity and electrical devices that lighten the labor of the home, office, shop and factory. To this end we urge local newspaper advertising on the part of every dealer handling electrical appliances, and that advertising departments of local newspapers be made part of the local electrical industry.

A Constructive View on the Washer Patent Situation

PATENT suits and rumors of patent suits are in the air in the washing machine field.

We all agree that the washing machine industry requires creative merchandising, constantly applied, on the part of the manufacturer, the jobber and the dealer.

To the extent that the patent situation will be used to help clean up and eliminate the non-creative dealer, jobber and manufacturer, we welcome it.

But when one considers the general type of patents and where they are held, we see no cause for alarm on the part of the dealer, the jobber or the manufacturer *who is doing creative sales work.*

The reputable electrical dealer who is handling a satisfactory machine made by any of the established manufacturers should, for 1922, saw wood and *get the business.* From his point of view, the patent situation will take care of itself.

Have You a Slogan in Your Signature?

MANY OF US have been known to express mild dissatisfaction with the names arbitrarily assigned to us. And some of us often feel that had the job of initial choosing been left to us we might have made considerable improvement on our personal designations as we now sign them. Every year numbers of citizens take the trouble to change their names legally.

But here and there we find people who are out and out satisfied with their inherited initials. Take C. W. Beckley, the electrical man of Warren, Pa., for example. His letterheads and envelopes carry the slogan "For Anything Electrical—C Beckley."

Have you a slogan in your signature?

Tackling Every Prospect in Sight

RIGHT into a spick and span electric shop, gleaming with spotless nickel and polished plate glass, walked a man with a handful of shoe strings. Three customers were waiting for a busy clerk and in the office at the rear several men were working at their desks.

"Want to buy some shoe strings?" inquired the man, walking up to the nearest customer.

She did not. Neither did the woman next to her, nor the man at the battery flash lamp counter. So the gentleman with the laces walked into the rail-enclosed office at the rear and solicited each of the men in turn, not omitting one fellow with a telephone receiver at his ear.

One sale resulted, and on the way out the shoe-string man took a minute more of his time to make the job complete. He gave even the busy clerk behind the counter an opportunity to acquire a pair of his exceptional footgear accessories.

That, as an electrical man remarked at the time, is bringing a lesson in door-to-door soliciting thoroughness right where it is urgently needed. The electrical trade may well acquire the habit of trying to sell every prospect in sight, even if he is busy using the telephone!



Why Not Electric-Lighted Holly Wreaths, Too?

SO POPULAR has the electric-lighted Christmas tree become that electric candles are now the regular thing in all progressive homes at Christmastide. As a result, the Christmas tree is a thing of safety as well as sparkling lights and beauty.

But what about the humbler holly wreaths which ornament our windows and carry the message of the Christmas cheer within out to the world at large, to cheer belated wayfarers, both homeward-bound and homeless? Why should not these holly wreaths be lighted, too?

A standard set of eight Christmas tree lamps will do the trick for each such holly wreath. Intertwined among the holly branches, these twinkling Christmas lights will infuse new Yuletide spirit into home windows, making the holly wreaths things of Christmas beauty even from the early hour of the falling winter day dusk till bedtime.

Here is a brand new holiday fashion to start in your town. Electric-lighted holly wreaths in the home windows!

Here is the making of a beautiful new custom and one which will multiply the dealer's opportunities to sell Christmas tree lights this year and in the years to come.

Make a Sale in Your Nearest Cigar Store

THE NEXT TIME you visit the cigar store on your corner remember how many years you've been a regular customer there. Then get ready to let your neighbor return the compliment. Besides good lights, he needs an electric humidor, an electric cigar cutter, an electric fan, and an electric cigar lighter.

Can you think of any person more logical than yourself to supply these needs?



Selling Ourselves on Electric Heating

MANY electrical men, we feel, are allowing perfectly good profits from electric heaters to slip by. Believing that the use of electricity for room heating purposes is extravagant, dealers fail to push this modern form of household convenience to the extent that its value to the householder justifies.

Think a minute of the advantages of the cosy electric heater, advantages possessed by no other form of portable warmth.

For one thing, electric heat may be installed in any

part of the house where there is an outlet and placed at work instantly. The electric heater takes away none of the life-giving qualities of atmosphere, nor does it leave ashes to be carried out and emptied. Further, it gives off no perfume.

Where small amounts of heat are wanted quickly, where perfect portability is a factor, and wherever a cheery glow will add to the hominess of a room, there electric heat is wanted—whether luminous radiator, "headlight heater," air heater or electric fire-logs.

Everyone of us ought, as good electrical men, to take home an electric heater, use it and hear the other members of our household enthuse about it. Having sold ourselves, selling others is a simple matter.

Will China Standardize Voltage and Frequency First?

"THE TROUBLE with China, electrically," said a native engineer to an American traveling in the Orient, "is that the country has so many different kinds of electricity. In every section you find a different voltage of direct current. Where it is a.c. you find every imaginable frequency and voltage. Some day we shall be standard, like the States."

The American smiled. He didn't tell his Eastern acquaintance that standard voltage and frequency have not yet come to the States. He hoped, however, that his home country may achieve standardization at least as soon as China.

Public Officials Who Are Pushing the Safety-Switch Idea

Editor ELECTRICAL MERCHANDISING:

The electrical business has made such rapid strides that some of the developments which are coming to light day by day go by unnoticed by the electrical industry as a whole.

The safety switch is not new, and many things that might be said about its use would be of no particular news value. However, it is in the category of one of the developments of the day of which little is generally known, nor is the extent of its use appreciated by many electrical men.

A number of public officials are responsible for the compulsory use of these switches and their action deserves the applause of electrical men, because what they have done has been done in a humanitarian spirit.

These men occupy positions of city, state and even national prominence, and calling attention to their work as pioneers in insisting on the use of safety switches will act as a stimulus to their colleagues, occupying similar positions. The electrical industry at large will be greatly benefited and much good work will be done.

The latest edition of the National Electrical Code hints at what is coming to pass in connection with dangerous open knife switches, when it says in Rule 24, Section A, "Service switches must be inclosed and preferably of a type that may be operated without exposing the live parts to accidental contact," thus putting the stamp of approval on externally operated knife switches, and being just one little step from making their use mandatory.

Many local and state boards, however, have long since taken the additional step and at this time have rules and laws in force compelling the use of externally-operated switches.

One of the most recent laws affects the entire state of Pennsylvania and Dr. C. B. Connelly, commissioner of the State Department of Labor and Industry, is to be congratulated for the splendid work he has done in this connection.

H. H. Friedley, fire marshal of the state of Indiana, has ruled that all knife switches, except on approved switchboards, must be of the approved safety inclosed type.

Frank H. Ellsworth, fire marshal of the state of Michigan; John S. Horan, fire marshal of the state of West Virginia, John G. Gamler, fire marshal of the state of Illinois, and L. T. Hussey, fire marshal of the state of Kansas, are among the state representatives who have been quietly but effectively

legislating the open knife switch out of their states, in favor of the inclosed externally operated switches.

Then such men as the following in charge of city electrical departments have also added their efforts to the work and have caused laws to be passed in this connection.

R. H. Manahan, city electrician, Los Angeles, Cal.

John W. Kelly, Jr., chief of Electrical Bureau, Camden, N. J.

Walter S. Gibson, Passaic, N. J.

H. C. Swain, city electrician, Spokane, Wash.

A. E. Johnstone, city electrician, San Diego, Cal.

W. B. Hubbell, Cincinnati, Ohio.

C. S. Graham, Jacksonville, Fla.

F. W. Martin, city electrician, Topeka, Kan.

H. C. Marshall, Kansas City, Kan.

R. E. Moran, Memphis, Tenn.

Theodore Stuebe, Green Bay, Wis.

C. S. Downs, Altoona, Pa.

B. N. Mercer, Health and Safety Department, Saginaw, Mich.

George Cotton, Grand Rapids, Mich.

R. C. Turner, Atlanta, Ga.

W. A. Dilzel, New Orleans, La.

D. H. Ramsey, commissioner of public safety, Winston Salem, N. C.

This will give the electrical industry some idea of how extensively the externally-operated switch has been adopted and with such an impetus to the work of eliminating the open knife switch, the various national electrical organizations have an opportunity to carry on this work and make a national accomplishment of it.

Very truly yours,

HENRY W. SPAIN.

New York City.



"In users' installations, all live contacts and parts of circuits from which the layman is likely to get a shock, should be covered up." — ELECTRICAL MERCHANDISING.



Store Equipment and Methods

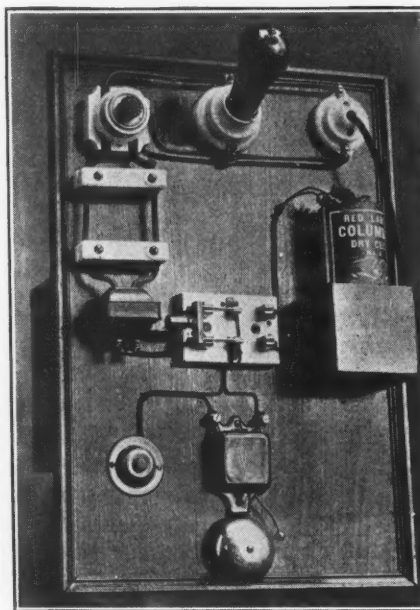


A Home-Made Display Board for Selling Bell-Ringing Transformers

An effective display board for facilitating the demonstration and sale of bell-ringing transformers has recently been designed by George H. Sander, superintendent commercial department, Manchester (N. H.) Traction, Light & Power Company.

On a panel which stands on a counter in the display room are mounted a bell, dry cell, push button and switches, so that the visitor can try out to his own satisfaction the battery versus the central-station service method. The panelboard, 20 in. high by 14 in. wide, is provided with a brace like an easel, and at the rear is a handy little box holding ten transformers as a "local stock." By throwing the knife switch to the right, the bell circuit is supplied from the dry cell shown. Throwing it to the left supplies the ringing current from the central station circuit, which is equipped with a pilot lamp and snap switch, in addition to the tiny bell-ringing transformer.

*Timely Suggestions
on How to
Plan and Equip Your Store—
Systems Which Are Used in
Successful Merchandising*



Any one can make this display board for selling bell-ringing transformers—on it the customer can demonstrate for himself their superiority over the dry battery method.

Customers love to "work" things, particularly electrical devices. Mr. Sander finds that this arrangement puts the bell-ringing transformers into the customers' homes.

This little equipment, declares Mr. Sander, does quick work in moving the transformers directly from the pocket at the rear of the panel into the pockets of purchasers, not much time being lost in consummating sales.

Show-Window Chimney Smokes Real Smoke

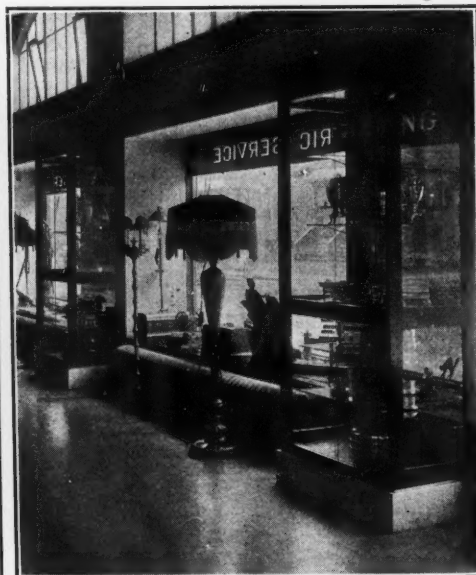
With the approach of the Christmas holidays attention might be called to an enterprising dealer who converted a fairly dead display into a most lifelike one by a simple trick. A conventional chimney, snow covered roof and Santa Claus failed to attract the desired amount of attention. The dealer placed a 50-watt red lamp and a 50-watt clear lamp inside the chimney with reflectors so arranged as to direct the rays upward. He then secured a small incense burner, filled it with incense and set it to burning. With the light playing upon the smoke as it curled from the chimney, action and reality were created and a display which promised to be a failure was turned into a real success.

Display Cases that Add Dignity to the Store Interior and Save Space



Careful selection of store display cases often means not only a far more attractive store interior, but also the utilization of many odd corners and bad spaces—as these two views of the Erie Lighting Company's store, in Erie, Pa., show. Note the

glass-enclosed wall cases, giving ample space for display purposes without the appearance of crowding. They extend from the floor to the ceiling, the lower section widening out toward the floor, to enable one to view the lamps displayed there with-



out stooping. The other view shows the clever utilization of the space behind the big dividing posts between the display windows. This space, usually dark and occupied by chairs, is here put to better use by using narrow showcases.

Make New Money Advertise Your Business

By F. C. Loomis



Ordinarily people hate to break bills. Probably you yourself with a desire for a smoke, an empty cigar case, a cigar store at hand and only a twenty dollar bill in your pocket would postpone the purchase of cigars until you had change.

People who buy things in electric shops are no exception to the rule. They hate to change bills. And they prove it by looking at their change and remarking with rueful cheer, "Now I have more money than I had before!"

Well, if the moment of receiving change is normally a glimpse of gloom, there is a fine chance opened here to help your shop by shedding a little candle-power on the transaction. Give your customers new money in change — new, crisp, crinkly, rattly bills, and glistening

silver and nickel. The practice will appeal particularly to women. Trained to the worship of neatness and attractiveness in all things, the ladies will be quick to show their appreciation.

Besides, women are prone to shop in pairs. Imagine Mrs. Purchase, one of your good customers, out buying five yards of henna cretonne to cover one of the porch chairs. Her neighbor, Mrs. Mightbuy — not a customer of yours — is with her as confidential adviser. The purchase made, your customer pulls out one of your crisp new bills in payment.

"Oooh!" says Mrs. Mightbuy, "where did you get the immaculate new money?"

"Why," over at the Selsomore Electric Shop. They always give new money in change, even if its only five cents."

"My dear, I must get Arthur to go over there and buy some lamps. You know I make him give me all his new dimes and quarters for our savings bank."

You see? And it's really very little trouble. You can get the currency in all its gleaming newness if you'll tell the bank how much you need it, and how it is going to increase your business. That won't be any flight of imagination either!

Forget that Mental Hazard

BY R. J. STRITTMATTER

Particularly at this time a great many of us are setting up for ourselves mental hazards as far as sales are concerned. Many salesmen, dealers and distributors *think* so firmly that appliances cannot be sold at the present time that they are actually *not* even trying to sell them. On the other hand I can name you men in the opposite class, scattered throughout the country, who have their minds so firmly on the opportunity for sales that what hazards exist are being surmounted and they *are* selling.

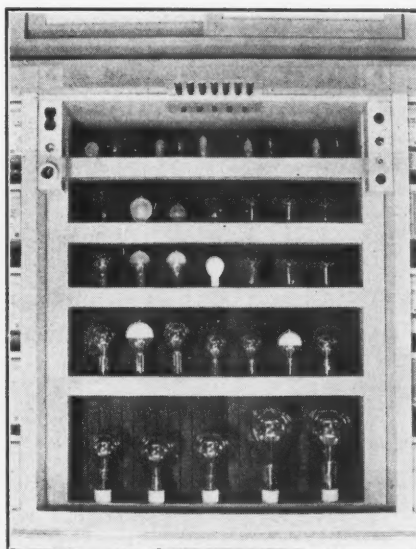
Gives Up Selling in Vacation Season

Last week I was in Jamestown, a city of 40,000 people and 8,000 wired residences, located on Chautauqua Lake in New York State. The dealer's alibi for not selling was the fact that 30 per cent of the population was up the lake, summer vacationing. Consequently it was impossible to sell because so many were away. There was no use in employing house-to-house salesmen because these men couldn't sell with the people all gone. And so he had it all figured out that appliances could not be sold during these months and he was not *selling*.

One of his competitors whom I interviewed showed me statistics to bear out his statement that his sales

in appliances had averaged since the first of this year approximately \$8,500 per month. How was he doing it? By overcoming the hazard that to him was mental and to his competitor was real.

A Built-In Lamp Rack Combining Attractiveness and Utility



A built-in lamp rack, within easy reach of the clerk in the wall behind the counter, is one of the features of the electric shop of the Lantz Electric Company, Long Beach, Cal. F. C. Lantz, manager of the shop, believes that the great majority of customers are familiar with the type of lamp they want anyway, and that it is consequently unnecessary to crowd the counter with the usual type of lamp rack. In this rack, individual switches operate each lamp, and the arrangement results in a minimum loss of time for both customer and salesman.

He was selling to the 70 per cent of the population which was still in town and had left out of consideration the 30 per cent who were away from their homes.

The only difference between these two men was that one saw only the hazard and the more he looked the greater it became until he was convinced that it could not be surmounted. The other saw only the goal he was trying to reach, kept his mind on the goal and forgot the hazard.

It is easy to convince ourselves that the possible cannot be done and die in our tracks. But the fellow who says it can be done and they starts out to do it usually finds it wasn't so hard as he had imagined it was going to be.

If no one were selling appliances today, there might be some reason for some of us to say it cannot be done. But that isn't the case. Appliances are being sold in the face of all the obstacles that might exist at the present time. And they will continue to be sold.

If you are not getting your share, then analyze your situation and find out what is wrong with your method. See whether you have not set for yourself a mental hazard that is purely mental and which has no existence in reality.

As in golf, forget the hazard. Get your mind on the ball. Then nine chances out of nine you will put it on the green.



Marketing New Lines at a Profit



Co-operative "Electrical Gift" Certificates at Denver

Through the Electrical Co-operative League of Denver a Christmas merchandising feature has been developed for the use of member contractor-dealers in the form of an electrical merchandise gift certificate. This gift certificate plan is part of the "Make This an Electrical Christmas" movement which is being featured in the co-operative advertising campaign now being conducted in that city. The certificates were introduced during Electrical Week, Dec. 5 to 10. At that time the people of Denver were invited to "look around" and get acquainted with the strictly electrical shops, in order that they may know the service.

The certificates are printed in two colors, red and green, with decorations representing the holiday season. The insignia of the Co-operative League is prominently displayed, and one of the features represented in the certificate, and referred to on the face of it, is that the electragist issuing the certificate is a member of the league and as such will give, in addition to his service, whatever advice or counsel is desired in things elec-

*The Dealer Who Makes Money
Is the Man Who Capitalizes
New Developments of the
Electrical Art in Terms of
Consumer Sales*

trical. Moreover, the league backs the offer, guaranteeing the service of the dealer.

The possibilities of use of the certificate are readily seen. In the case of uncertainty on the part of the purchaser not knowing whether the intended recipient has a particular appliance, and if not, whether it can be used, a certificate will serve. Likewise the certificates make possible additional sales, as in the case of the certificate representing \$5 which is to be applied in a toaster or another appliance costing \$7.50. Names of donors and recipients as secured through the certificates will make good material for mailing lists, it is believed by the league officers.

Even before the certificates were issued one dealer, it is reported, had entered into negotiations with some Denver company which will remember its employees this year with electrical merchandise as represented in the value of the certificate. Special circular letters have been supplied by the league to aid the dealers.

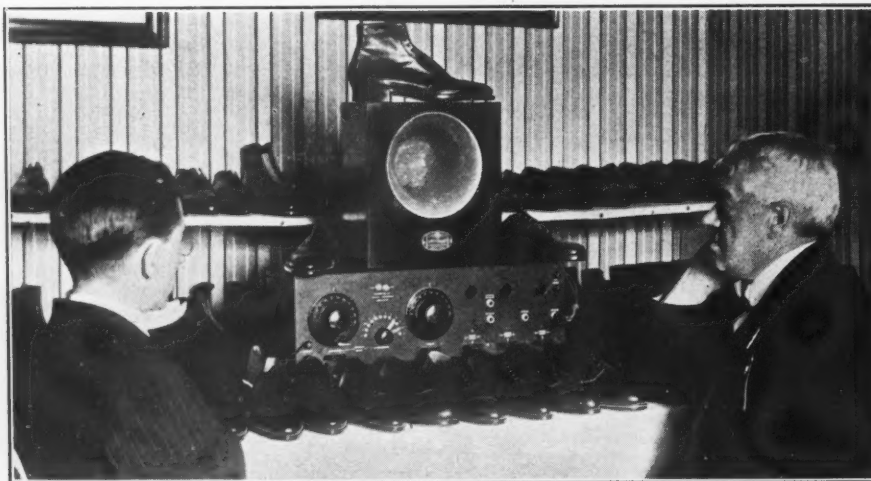
Help School Radio Clubs Report Athletics

One of the most direct ways to increase the interest of high school radio clubs in the actual use of sending and receiving equipment is to assist them in reporting athletic contests. Football, basketball, track meets and baseball create great interest among students and their families. In communities where members of high schools are organized in a league, the broadcasting of wireless bulletins from games will be eagerly picked up all over the state.

In Harrisburg, Pa., the Tech Radio Club, a student organization of the Technical High School, has a state-wide audience for its wireless reports of games.

The dealer can get this activity started by suggesting it to the school radio club in his town. And he can instill in every member of the club—and in every student in the school—the desire to have receiving equipment to pick up the reports that are sent out. He can advertise in the newspapers on the night before each game, telling of the radio bulletin service and showing how simple it is to set up receiving equipment. And he can appoint a live young member of the school radio club as his agent, paying commissions in equipment. The more radio stations that are installed and used in any community, the more radio business will be done by the electrical dealer serving that section of the country.

Radio Equipment as an Advertising Attraction



The novelty of wireless telephone equipment has a high interest appeal for the average member of the general public. This interest can be capitalized to the mutual advantage of the electrical dealer and his business-district neighbor who sells shoes or shirts or fishing tackle or groceries.

The illustration shows how the radio idea was applied by a shoe manufacturer's sales-

man to the sale of shoes to local dealers— attracting purchasers away from other sample rooms in the hotel. For counter and window displays of this sort a neat card can be displayed announcing that the radio equipment has been loaned by the Blank Electric Shop. Connecting in amplifiers and loud speakers into a radio circuit will, of course, add materially to the exhibit.

Don't Neglect the Back Door

It would be hard to decide which is more used, the front or the back door bell of the average house. And yet in many homes there isn't any such thing as a back door bell. The butcher and the baker and the candlestick maker have to thump with their fists on the kitchen door or bump their baskets and boxes into it a few times before they are noticed.

So, when you are out selling bells and bell-ringing transformers don't forget to go around to the back door, too.

Dealers Responsible for Misrepresentations

That a dealer is responsible for the statements he makes as to the quality of goods he sells, whether or not he is merely repeating the statement of a manufacturer, is a warning issued by H. J. Kenner, secretary of the National Vigilance Committee of the Associated Advertising Clubs. Retailers are therefore cautioned to be certain of the accuracy of descriptions which are given by manufacturers whose integrity might be doubted.

Ignorance Excuses None

In one case a retailer had taken refuge behind the fact that the goods he had advertised had been misrepresented to him. "Nevertheless," says the Vigilance Committee, "the retailer is held responsible morally and legally (in most states) for the accuracy of the statements appearing in his advertising, whether or not he merely quotes representations made by the manufacturers from whom he obtained the merchandise." An interesting instance is told of a clothier who was arrested in Minneapolis in 1915 for advertising all-wool shirts which were not all wool, but were almost entirely cotton, and as a defense he brought into court his bills from the manufacturers, show-

ing plainly that these shirts had been billed to him as all wool and he merely advertised them in the same way. The court held that was no defense; that he should have known whether they were all wool, and unless he was absolutely sure of it he should not have advertised them as such.

"Of course," continues the Vigilance Committee, "if the retailer has knowledge that the manufacturer is wrong, and he goes ahead with a misstatement, that is a fraud clearly, and even if a retailer hasn't knowledge that the manufacturer is wrong and quotes a manufacturer without making some effort to check up, the retailer can be held responsible legally. The retailer is looked upon by the buying public as a specialist and expert in the various kinds of merchandise which he sells and the public relies upon him to set out all of the facts truthfully with respect to his merchandise and holds him responsible—and has a right to hold him responsible. The public has a right to believe exactly what it reads in advertising and to act upon that belief.

"The retailer is and should be held responsible for all of the statements appearing over his signature in advertising. If he does not know that they are misstatements he should make it his business to know."



Getting a Start on Electric Irons

WHILE the electric iron has become almost a staple commodity in the electrical business, the problem of introducing them in small towns that have not heretofore had electric service, arises many times each year. The great difficulty appears to be in getting a start. D. W. Morgan of Las Cruces, N. M., states that he had tried various schemes from time to time and had about decided that irons could not be sold in his town. Then he thought he would try it once more. He offered a dated certificate with each iron stating that the customer could return the iron and certificate at any time within one year, and get all of her money back if she was dissatisfied. This proposition was advertised, but still produced no results. However, when an experienced solicitor was sent out to interview people on this proposition, he succeeded in placing about eight irons a day until he had sold 20 per cent of the residence customers at the full retail price. Not one iron came back during the year.

There is a selling end to every business. In some it is called "business getting," but no matter what the name, it is the job of getting new orders, and it is the work for which the world pays the best salary.—IRVING T. BUSH.

Why Not Wire Some of the Furniture Now in Use?

With some twenty-four millions of homes in this country of which about seven million are wired for electricity there's an electrical market ready for selling in every single community. For each of these homes has furniture—from six to fifty pieces of it. And at the present moment very little of that

furniture is equipped to give its full electrical usefulness—equipped with outlets and safe wiring for lights and appliances, and making the use of numerous tangled cords unnecessary.

To the sideboard or buffet the addition of a couple of handsome flush outlets and a few feet of silk-covered cord will make the piece modern in the highest sense of the term. In addition it will make it a simple matter to carry on side-table cooking with toaster, percolator, waffle-iron or chafing dish.

For the bureau and dressing table, electric outlets are even more essential in order to make the use of dressing lamps, vibrator, curling iron and violet ray device safe and convenient. Show a photograph of a wired dressing table to any woman who takes pride in her home and you have opened up your sales talk for wiring all the furniture in her house!

The illustrations show wired furniture, arranged by Joseph E. Becker of the

United Electric Light and Power Company, for exhibit at the New York Electrical Show.





Ideas for the Man Who Sells



What Demonstrating Can Do

Demonstrating—and demonstrating again—is the high road to successful marketing of household appliances today. An actual experience told by a salesman of the Boston branch of the Gainaday Electric Company provides a good example of the effectiveness of demonstrating in the home.

The salesman saw a woman one day looking at a suction cleaner in a window of the store. He gathered up some circulars, walked outside and asked her if she did not desire to take them to look over at her leisure.

"No," she replied.

"Won't you step inside and let me show you how our suction cleaners work?" the salesman inquired politely.

Second Address; Demonstrated at Residence

"No, thank you," replied the woman. She went on to say that she had fully made up her mind to buy a cleaner of another make. A neighbor who had been away for three months had loaned her the use of a cleaner and she was going to purchase one like it. She gave the salesman her address, but could not be induced to go into the store for

*Plans, Schemes and Methods
Gathered from
Successful Selling Experience
to Increase the Sale of
Electrical Appliances*

a demonstration. Next morning the salesman surprised her by knocking on her front door. "I happened to be going by the house," he said pleasantly. "I felt you owed it to yourself to see what our suction cleaner will do before you purchase any cleaner whatever. Our cleaners are made by one of the oldest and largest manufacturers of these devices in the country. I will be very glad to give you a demonstration."

The woman admitted him. As fast as she informed him what the cleaner of the competitor would do, he showed her by demonstration that his machine gave as good and even better results. At the end of a thorough demonstration, she gave him an order. Furthermore, she gave him the address of the neighbor owning the other cleaner, and two days afterward, when the salesman called on the neighbor, he did not need to demonstrate the cleaner. His first purchaser had already "sold" this kind of a cleaner to her neighbor, through a voluntary demonstration. All that remained to complete the transaction was to arrange for the delivery of a new machine.

"Light Housekeeping De Luxe" with Mr. Atkins' Breakfast-Nook Electric

General Superintendent William H. Atkins of the Boston Edison Company has completed the remodeling of a corner of his home into one of the most convenient and cozy breakfast rooms that one can imagine. The illustration on page 300 shows the general arrangement in part. When one sits down in it, one is convinced that every detail in arrangement and equipment has had the scrutiny of a man who visualizes labor saving in the home through electric service as it relates to the important problem of preparation and serving of meals for a small family.

The Worryless Home Electric

If "Boss" Atkins, as he is affectionately called in the Boston Edison family, should arise some morning to find that the maid had disappeared under cover of darkness, he should worry! He and Mrs. Atkins would bring the food from the refrigerator and cupboard to the kitchenette booth and all the rest could be done in a jiffy. Dishes are in a china closet not shown in the picture, and in drawers below are table linens and silver. Likewise in easy reach are the electric toaster, grill, percolator and every other useful cooking device.

The electric receptacles are real "convenience" receptacles, placed just where they are needed. They are equipped with pilot light signals. In the baseboard below there is another outlet for the electric radiator to be used if there is too much cold air circulating around the white tiled floor.

The seat cushions invite one to sit comfortably to talk, but the "Boss" likes to be promptly on the job, and between the top receptacles there is a little clock set in the wall that is ticking the minutes allotted for the breakfast period. Nothing is forgotten that will add to efficiency, convenience or comfort.

Sell Radio Outfits—

The Ideal 1921 Christmas Gifts

OUT of every ten customers who come into your store in the next few weeks, eight will have boys on the Christmas lists. Because radio apparatus teaches the boy who uses it to study science and engineering and because it develops his ability to build things and make them work it gets the approval of parents. And because it appeals to those qualities in tomorrow's engineers and lawyers and business men which make people



want to give them Christmas presents, radio equipment is the logical Christmas gift for boys.

Merchant's Right to Reject Slow Deliveries

BY LESLIE CHILDS

The law books contain a great number of cases involving disputes between retail merchants, wholesalers and manufacturers growing out of the delivery of goods ordered. And one of the most important divisions of this class of cases is that wherein goods ordered have not been delivered in the time specified or agreed upon in the contract, or at any rate the retailer has claimed this and declined to accept or pay for the goods when they did arrive.

Quite frequently in situations of this kind the question of whether or not the goods were delivered within the time according to the contract is one of fact, as, for example, where the order fails to specify any particular time and the testimony of the salesman who took the order and the retailer giving it does not agree. In such a case it is usually a question for the jury to decide after hearing all of the evidence.

However, leaving aside particular cases and speaking broadly, it may be stated as a general rule, though there are some exceptions, that where goods are purchased to be delivered upon a certain date it is incumbent upon the seller to make delivery on that date, or at any rate within a reasonable time of such date, and if delivery is not so made the buyer is not compelled to accept the goods, but is within his rights in rejecting them. The application of this rule of law is illustrated in a great number of cases, of which the following is a good example:

A retail merchant in a Western state ordered a bill of dry goods from an Eastern manufacturer. The order was given to a traveling salesman of the latter and was for the retailer's fall trade; it was given in March, with the understanding that the goods were to be shipped by Aug. 15.

The order was not shipped until Sept. 28, the goods arriving in the hands of the retailer on or about Oct. 10 or 11. The latter thereupon declined to accept them on the grounds that delivery had not been made in accordance with the terms of the contract and that they had arrived too late for his fall trade.

A dispute followed, which culminated in the seller bringing an action

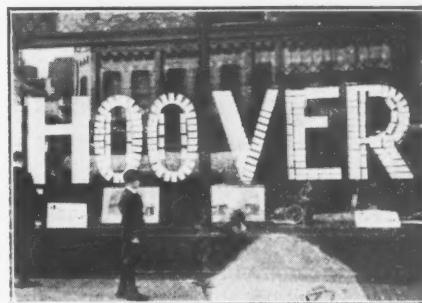
to collect the contract price of the goods. The trial in the lower court resulted in a judgment in favor of the retailer. The seller prosecuted an appeal to the Supreme Court of that state, where, in passing upon the question as to whether or not the shipment made on Sept. 28 complied with the agreement for shipment by Aug. 15, it was held:

That as the retailer had ordered the goods in March for his fall trade it was reasonable for him to expect a delivery in time for him to take advantage of the entire fall season, and that as the shipment did not arrive until the middle of October he was not given this opportunity. That as the agreement was to ship by Aug. 15 the shipping on Sept. 28 was not a compliance with this understanding, and that the retailer was clearly within his rights in declining to accept the goods, and that the seller was not, on the facts and evidence, entitled to recover.

As noted heretofore the books contain a great number of similar cases.

However, in examining cases of this class one is struck with the number in which the misunderstanding was really based on an incomplete order. In other words, when the order was given neither party took the precaution to have the time of delivery plainly set forth. It follows that afterward when the dispute arose they were compelled to submit their respective sides to a

Putting the Delivery Tags to Work

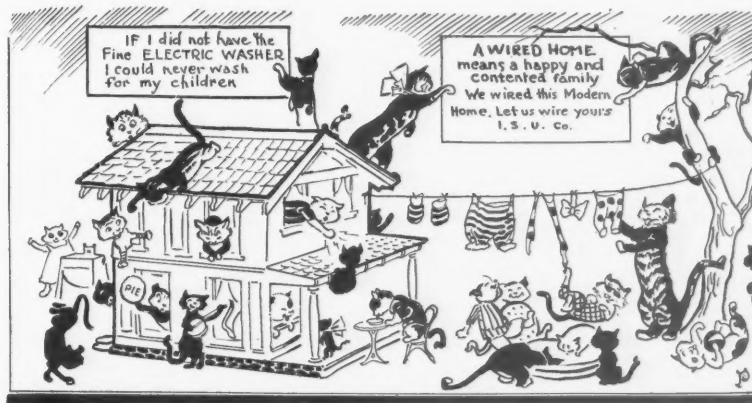


Gathering a number of the delivery tags from orders of vacuum sweepers, the Denver Gas & Electric Company, Denver, Col., used them to make the letters of the trade name of the device on the window glass of the store. The word could be seen from afar. Pedestrians could see that the sign was made up of some sort of cards, and their curiosity was aroused. On closer inspection they observed that the names on the cards were of people who had purchased sweepers, and passers-by were all much impressed.

court or jury, to determine whether or not there had been a compliance with the contract.

Needless to say, this is an expensive way for any business man to settle his controversies. For it costs money and time to engage in long-drawn-out lawsuits, and it is usually good policy to avoid them where at all possible. And in situations of this kind if when an order is given the time of delivery is plainly inserted, a frequent source of after dispute, entailing a possible lawsuit, with its attendant cost in time and money, can at least be minimized.

How About a "Cat Window?"—This Iowa Company Put a Whole Feline Family in Its Home Electric Display



If you had been in Leon, Iowa, recently, and passed the building of the Iowa Southern Utilities Company—well, it is doubtful, in the first place, if you could have passed the crowd gathered around the show window there. And when you had finally worked your way to a front place, and seen what the crowd was looking at—you wouldn't have been in any hurry to move, yourself. For in the window was a small model of a completely wired electrical home, and climbing in and out of the windows, jumping from the roof, playing, eating, sleeping and having the time of their

lives generally, was—a family of kittens, gravely supervised by the dignified mother cat! The crowd watched, enthralled, while the kittens swung in a small hammock, balanced on a teeter board, raced around a toy electric washer, or jumped at the two signs calling attention to the wired house and washing machine. It was the idea of Charles E. Fiers of the company, and for three weeks the kittens held forth to admiring crowds, doing their bit to advertise the "electrical home" idea. It was as good as a show, and Leon is still talking about it.



Lighting Sales Methods



Better Lighting Methods in Department Stores

Often when a department store is apparently adequately lighted and yet its employees are addicted to headaches the fault is not with the fixtures but with the walls and ceiling. Flat white, not gloss enamel, is much better for the ceilings. Gloss enamel reflects even the images of lamp filaments. Paint that throws back as high a percentage of light as possible without glare is what is needed.

Flat white paint has magnesium in it, and magnesium in blocks reflects a higher percentage of light than anything else, but without a bit of glare. Flat white reflects 76 per cent fresh and slumps about 3 per cent the first month. After that it remains constant. White lead and oil or calcimine both fall off badly with age—some 15 or 20 per cent in one year, which means adding more lamps from year to year in order to maintain adequate lighting.

With flat white ceilings walls of warm gray are best; gray with red and green, not with black and white. It reflects three times as well as gray with lampblack in it. Any color, of course, may be used for the walls, but some colors absorb more light than others. For instance, white absorbs only 20 per cent, cream about 35 per cent, buff about 50 per cent, ivory 30 per cent, light green 40 per cent and dark green and dark red worst of all.

Fixture Guarantee Cards at Cleveland

BY V. DAMPIER

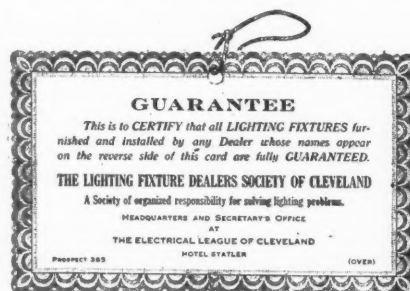
The attached guarantee card strikes a new note in the selling of fixtures. It is being used extensively by the Cleveland Fixture Dealers' Club and is part of the numerous activities of the Electrical League of Cleveland along with the many other progressive developments of that justly famous organization.

It will be seen that this card when attached to a fixture has a positive value to the purchaser inasmuch as it guarantees satisfactory

*Items of Experience
in the
Installation of Lighting Systems
and Some Good Advice in
Lighting Practice*

workmanship and design. It is a real merchandising idea which I venture to say will soon be adopted in many other cities.

The card is so worded that it can be used in direct-by-mail selling as well as used to attach to fixtures when sold, and the householder who has received a copy of the guarantee by mail recognizes it at once when he finds it on his new chandelier, etc. The reverse side of the



Guarantee card used by the Cleveland Fixture Dealers' Club to create public confidence and interest in better lighting fixtures.

card is of course imprinted with the name of the dealer who uses it as a mailing piece.

An intensive direct-mail campaign is being carried out, and to drive home still more forcibly the aims and ideals of the Fixture Dealers' Club newspaper space has also been used. For instance, the guarantee label was featured in the advertising of the "Second Electrical Home" recently on exhibition in Cleveland and attracted a considerable amount of attention.

Los Angeles Fixture Dealers Organize

The information of the Lighting Fixture Dealers' Society of Los Angeles, Cal., is announced, with the following nine members, all of whom have joined the National Society of Lighting Fixture Dealers.

Angelus Fixture Company (Mr. Fogel), 213 West Fourth Street.
Beacon Light Company (Mr. Olson), 636 South Hill Street.
Norman Bishop, 220 West Fifth Street.

Bungalow Fixture Company (Orville W. Jones), 1109 South Hill Street.
Harry Green, 1420 South Main Street.
Hall Electric Company (W. E. Hall), 336½ South Broadway.

Meyberg Company (Eugene J. Meyberg), 631 South Grand Avenue.

Pacific Lighting Fixture Company (C. E. Merryweather), 113 West Ninth Street.

Forve-Pettibone Company (Philip Forve), 512 South Broadway.

The Los Angeles branch has elected the following officers: Philip Forve, president; Eugene Meyberg, vice-president; Orville W. Jones, secretary; C. E. Merryweather, treasurer.

"Lighting the Home"

A new book by M. Luckiesh, Director of Applied Science, Nela Research Laboratories, National Lamp Works of the General Electric Company. 284 pages. Illustrated.

A book's greatest value is in occasionally prodding those who work too close to the ground, saying, "Here, you, do you know what you are really doing? Well, I'll tell you!"

That, at any rate, is the way one feels after reading a book like Mr. Luckiesh's "Lighting the Home." Those of us whose business it is to sell light to the homes of the land, occasionally, in the daily grind of selling now a parchment shade and now a 50-watt lamp, fall into the way of thinking that that is all there is to our job, losing sight of the really big things behind the service, of the potentiality of modern light as one of the most powerful factors in "making a house a home."

"In artificial light," says Mr. Luckiesh, "we have a mobile medium which can do much in reducing the monotony of our environment." That is the source of the inspiration of his book, which opens up possibilities in this direction hitherto undreamed of. Practical suggestions are made on all sorts of difficult lighting problems, many of them illustrated with line drawings and photographs. Attention is confined primarily to distribution of light until the closing chapters of the book are reached. These present a discussion of the decorative and psychological use of colored light. In the final chapter the production and application of colored light are discussed, with the hope that the householder will be aided in introducing some of the charm of color into lighting.

The chapter heads themselves awaken pleasurable anticipations of helpful and entertaining reading, for example: "Light as an Expressive Medium," "Variety—the Spice of Lighting," "Various Rooms," "Period Styles in Lighting Fixtures," "Novelties in Lighting," "The Expressiveness of Color."

Wiring Devices Can Be Merchandised

BY W. D. YATES

Supply Department General Electric Company, Schenectady, N. Y.*

Wiring devices as a line can be merchandised. It will be universally admitted that certain special devices, like some types of switches, double-duty sockets or the twin plug, can be merchandised. They can all be sold across the counter. Why? Because there is either a recognized or a very easily demonstrated demand for them.

And just as these special devices can be merchandised, so can many other types of wiring devices if their use is shown to the public.

Let us be specific, let's take a few instances of concrete sales which the dealer can make by using merchandising methods as applied to wiring devices.

When a Customer Buys a Toaster

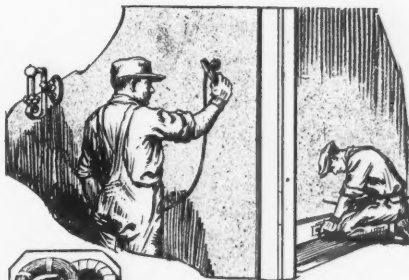
A customer comes into the dealer's store and buys a toaster. Show the customer a switch that can be applied to the toaster and explain that it will greatly increase the efficiency and convenience of the use of the latter. Point out that owing to the fact that it gives a flexible control of the toaster you can turn the current off and on between slices of toast and save enough current in a relatively short space of time to pay for the switch. You will sell one to seven customers out of ten. A purchaser comes into the store to buy a fan. Show him a double-duty socket. Call his attention to the fact that he is able to use the fan in a socket without sacrificing the simultaneous use of the lamp.

A contractor-dealer in Indianapolis bought a quantity of combination buzzing and lighting system devices. He could not sell them until he connected one of them with the testing lamp receptacle that he used when people came in to buy lamps. He placed the lamp in the receptacle to see if it was all right. The buzzer began to buzz and a little explanation was all that was necessary. He sold all these devices he had in stock, and he is getting repeat orders for them. The point I want to make is that it is very often not necessary to show these devices to sell them.

The customer consults the distributor about a wiring job. There

is an excellent chance to sell wiring devices, and if the contractor will sell wiring devices instead of a wiring job that self-same job will turn into a better one to the dealer, and in the long run give much more satisfaction to the man who is paying for it. Point out to the purchaser that in addition to the outlets required for lights there should be proper switch control of all these lights. Show him that in the halls the light should be operated from three-way switches. Simply tell him

Talk Low Material and Labor Costs in Your House-wiring Advertising



Getting Ready for Cheerful Light, Quick Heat and Hot Meals—WHEN YOU WANT THEM

When you want to read and the lights are dim—wish to sit up and the house is too chilly—come in cold and can't get hot food in a hurry—don't scold and fret, just blame yourself for not "putting in electricity" now when costs are low and terms made to suit your convenience.

The work is easily and quickly done without upsetting the house—and you can have lights, outlets, and switches placed just where you want them.

Then you can touch a magic button for a flood of cheerful light, comfortable heat at lowest current cost in this country, and *voilà* for eliminating drudgery in the home.

FIVE EXCELLENT REASONS for Wiring Your House RIGHT NOW!

Copper wire is selling at its lowest price in 25 years. Cables, tubing, and other insulating materials are greatly reduced. Labor now costs less and is efficient. Everyone who can ought to help reduce unemployment by restoring normal conditions. Remember we are ready to do our part by making terms to suit your convenience.

For quick installation, phone Seneca 5100

Robertson Electric Construction Co.
126 South Elmwood Avenue, Cor. Mohawk
Seneca 5100

In this newspaper advertisement of a Buffalo firm excellent use is made of the low costs of insulating materials and labor. The double appeal of making the home electrically convenient and helping to reduce unemployment is particularly timely.

that he wants to be able to turn the lights on upstairs or downstairs.

He must have an adequate number of convenient baseboard outlets, and he must have those outlets in every room if he is going to enjoy fully the comfort and convenience of electricity. He may easily be persuaded that he wants to use a piano or table lamp. He may ask, "What do I want an outlet in the bedroom for?" Explain to him that the time may

come when he may want to use a heating pad; sometimes people are taken sick. Point out to him that the cost of installing these outlets at the beginning will be about 75 per cent less than if they are added later. Even the porch should have an outlet. Combined switches and buzzers should be installed in the cellar.

So I say that both the specialties and the staple types of wiring devices can be merchandised, and that a reward in the form of increased profits will come to the contractor-dealer who does merchandise these goods.

It is a generally accepted fact that there will be a big building boom this year. The only question seems to be the date of its arrival. Building means the use of wiring, and hence a great opportunity for the jobbers and retailers to increase their business.

How the Auto Supply Dealer Sells Extras

For the past three years all of us have been primarily interested in the matter of production. The production situation during that time has been bad, but for the year 1921 it will not be a factor in the matter.

If the electrical contractor-dealer will take a leaf from the book of the automobile accessory man he will be able to merchandise wiring devices. I recently went into an accessory man's shop. I wanted to get a timer—\$1.50—but nothing doing. He called my attention to some spark plugs he had there. He dug under the counter and brought up a glass jar full of oil and he showed me that these plugs would spark in oil. I bought them—I tried them—but they won't spark in a Ford car (I own a Ford). The point I want to make is that he sold them by simply showing them to me and demonstrating them through use. You should do the same thing with wiring devices.

Wiring devices as a line, taking into consideration the margin of profit, turnover and selling experience, are as profitable a line of electrical products as the dealer can handle.

The men whom I have seen succeed best in life have always been cheerful and hopeful men, who went about their business with a smile on their faces and took the changes and chances of this mortal life, facing rough and smooth alike as it came.—Charles Kingsley.

*From the talk of Mr. Yates at the Merchandising Conference conducted under the auspices of the General Electric Company and seven affiliated or associated concerns.

Fixture Industry Wants a Slogan—Prizes Offered

The executive committee of the National Council of Lighting Fixture Manufacturers has decided that the National Council shall have a real honest-to-goodness slogan. One that will be an inspiration to its members and which will tell the public about the aims and ideals of this organization. Any one having such an article stored up in his or her mind is invited to write it down and mail it to the slogan committee at the Cleveland headquarters, after carefully noting the rules given in the following suggested plan of our friend E. C. Guth, which plan was adopted by the executive committee as the basis on which the competition will be conducted.

The plan as outlined is a particularly interesting one, so it is here quoted verbatim.

The Need for a Slogan in the Lighting Fixture Industry

The great advertising benefits which an industry may derive from a carefully chosen slogan is aptly illustrated by the successful use of the slogan, "Save the Surface and You Save All," which the paint and varnish industry has made the means of largely increasing its business.

Another slogan that has met with great success is the familiar expression of the National Association of Florists, "Say it With Flowers."

These are but two of many examples that could be cited of how a slogan containing in easily remembered form the fundamental principle upon which an industry is founded may be used with great effect by the members of that industry in its advertising and on its literature and stationery to sell that industry to the public.

The lighting fixture industry is comparatively new. It has had a wonderfully rapid growth. Few people have ever stopped to visualize just what the industry means to the home, social and business life of the country. What we need is a slogan which will tell our story in a few well chosen and easily remembered words.

General Plan

In order to give the industry some good publicity and to get as many people as possible to submit slogans, it is suggested that a contest be held.

Those directly connected with the industry may probably be counted on to help devise a slogan without other incentive than a desire to help the industry. However, in order to get as many people as possible thinking in terms of the lighting fixture industry, it is suggested that prizes be offered for the best slogans and that the contest be opened to everybody who cares to take part.

That slogans submitted be originated by or otherwise be the accredited property of the sender and that in the event of acceptance by the National Council of Lighting Fixture Manufacturers

that a United States registered trademark be assigned to said National Council of Lighting Fixture Manufacturers.

It is suggested that this contest be announced at once, and that the slogans submitted be passed upon by selected judges and the winning slogan announced at the convention at Milwaukee in January.

Since the convention will commence on Jan. 30, it is suggested that it be announced that the contest will close on the twenty-fifth day of January, 1922.

Where to Address the Slogans

It is suggested that contestants address their offerings to the Slogan Committee, 231 Gordon Square Building, West Sixty-fifth Street and Detroit Avenue, Cleveland, Ohio, and that letters so addressed be left unopened until they are submitted to and opened by the judges.

It is suggested \$200 be divided in prizes as follows; the full amount of the prize to be given to each of two or more contestants submitting identical prize-winning slogans:

First prize for accepted slogan.....	\$100
Second prize	50
Honorable mention — five at \$10 each.....	50
	<hr/> \$200

Prizes will be awarded to the winners by three judges, yet to be selected.

Hoist Your Firm Name Aloft in Electric Letters!



Aerial activities seem to run in the Fairbanks family. This very effective sign of a contractor-dealer at Stamford, Conn., shows clearly enough that all the publicity attainable from up-in-the-air displays is not confined to the silver screen. Our friend Fairbanks of Stamford thus utilizes a corner location to decided advantage, and the passerby who fails to read his sign by night or notice it by day must be "an absorbed identity," to use a good New Englandism.

Record of Lighting Fixture Patents

Issued from Oct. 4, 1921, to Nov. 1, 1921, Inclusive

Compiled by NORMAN MACBETH
Consulting Illuminating Engineer, New York City

Mechanical Patents

1,392,510. **Socket and Reflector.** Ernest M. Larkins, South Bend, Ind., assignor to George Cutler Company, South Bend, Ind. Filed Oct. 10, 1919. Issued Oct. 4, 1921.

1,393,075. **Electric Light Fitting.** John C. Boynton and Oris H. Nickerson, Cleveland, Ohio, assignors to the Adapti Company, Cleveland, Ohio. Filed Nov. 11, 1918. Issued Oct. 11, 1921.

1,393,078. **Electric Fixture.** Frank Lowell Butler, Chicago, Ill. Filed Nov. 11, 1920. Issued Oct. 11, 1921.

1,393,079. **Electric Fixture.** Frank Lowell Butler, Chicago, Ill. Filed Nov. 26, 1920. Issued Oct. 11, 1921.

1,393,432. **Lamp.** Edward J. Dailey, Jr., New York, N. Y. Filed Nov. 18, 1919. Issued Oct. 11, 1921.

1,393,804. **Transparent Glass Screen for Transmitting Substantially White Light from Incandescent Electric Lamps.** Donald N. MacDonald, Boston, Mass. Filed Jan. 13, 1919. Issued Oct. 18, 1921.

1,393,945. **Electroliter.** LeRoy G. Clark, Detroit, Mich. Filed Nov. 5, 1919. Issued Oct. 18, 1921.

1,394,529. **Electric Lamp Fixture.** Le Roy Armitage, East Orange, N. J. Filed May 24, 1920. Issued Oct. 25, 1921.

1,394,067. **Electric Lamp and Heater.** Elbert A. Corbin, Jr., Swarthmore, Pa. Filed May 25, 1921. Issued Oct. 25, 1921.

1,395,710. **Electric Lighting Fixture.** Max Herskovitz, Chicago, Ill. Filed Oct. 18, 1918. Issued Nov. 1, 1921.

1,395,711. **Electric Lighting Fixture.** Max Herskovitz, Chicago, Ill. Original application filed Oct. 18, 1918. Divided and this application filed March 3, 1919. Issued Nov. 1, 1921.

1,395,947. **Adjustable Lamp Support.** William Lorey, Philadelphia, Pa. Filed May 25, 1920. Issued Nov. 1, 1921.

Design Patents

The following are ALL the design patents pertaining to lighting materials, issued by the U. S. Patent Office, from Oct. 4, 1921, to Nov. 1, 1921, inclusive.

59,197. **Lamp.** Frank S. Crowell, Toledo, Ohio, assignor to the Edward N. Riddle Co., Toledo, Ohio. Filed Jan. 12, 1921. Issued Oct. 4, 1921. Term of patent seven years.

59,201. **Shade Reflector or Similar Article for a Lighting Fixture.** John Doyle, New York, N. Y. Filed Feb. 5, 1921. Issued Oct. 4, 1921. Term of patent fourteen years.

59,238. **Candlestick.** Frank H. La Pierre, East Orange, N. J. Filed Feb. 18, 1921. Issued Oct. 4, 1921. Term of patent seven years.

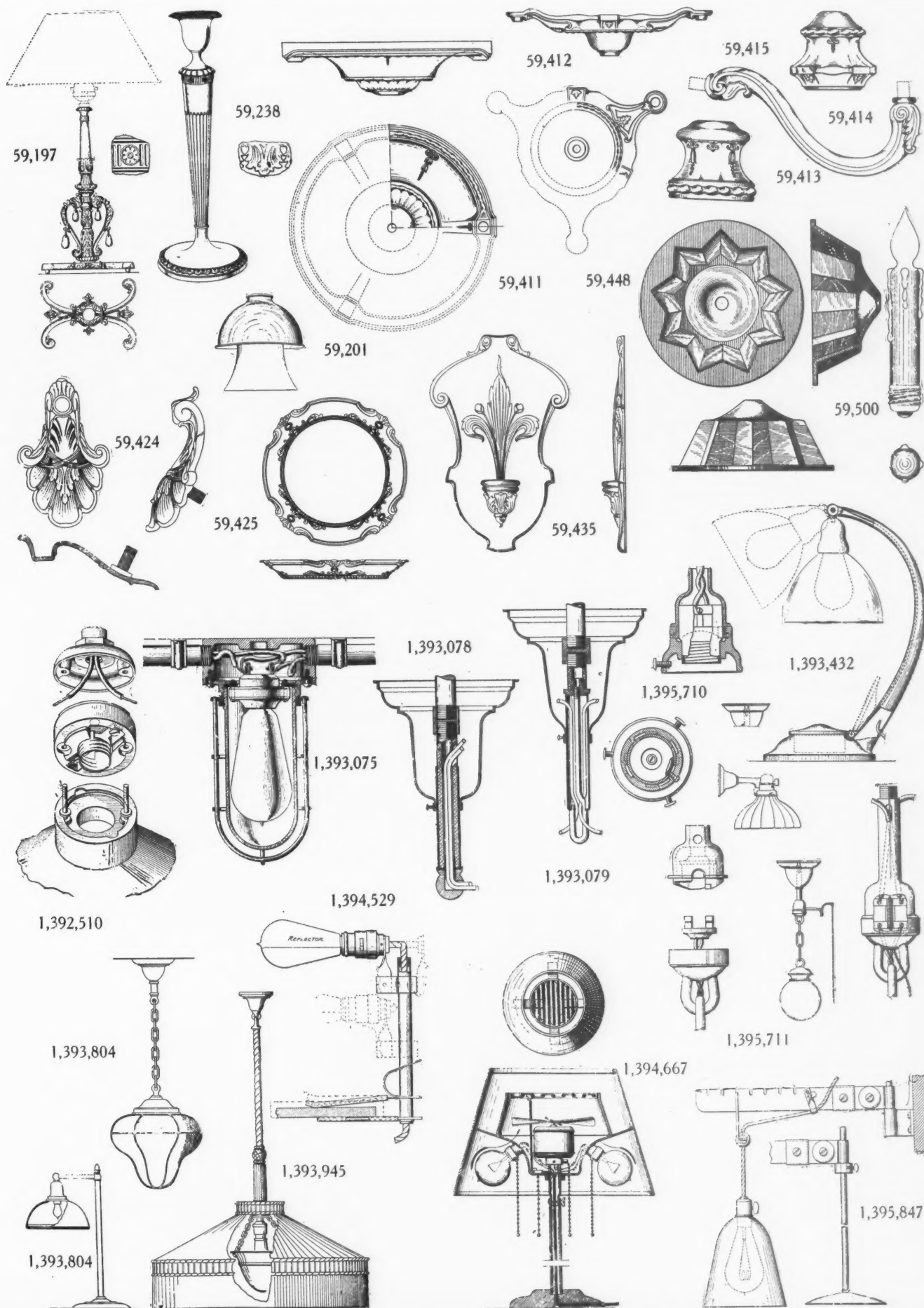
59,411-15. **Plates, Covers and Arm for Lighting Fixtures.** Thure Dahl, New York, N. Y., assignor to Lightolier Co. Filed Feb. 10, 1921. Issued Oct. 18, 1921. Term of patent three and one-half years.

59,424-5. **Arm and Ring for Lighting Fixtures.** Stephen Koszowski, New York, N. Y., assignor to Robert Pindlay Manufacturing Company, New York, N. Y. Filed March 9, 1921. Issued Oct. 18, 1921. Term of patent seven years.

59,435. **Back for Lighting Fixtures.** John William Schulze, Providence, R. I., assignor to Alfred Vester Sons, Inc. Filed March 5, 1921. Issued Oct. 18, 1921. Term of patent, seven years.

59,448. **Reflector.** Ed. Zimmermann, Jr., Fairview, N. J. Filed March 19, 1921. Issued Oct. 18, 1921. Term of patent, three and one-half years.

59,500. **Incandescent Electric Lamp.** Anthony C. Mannweiler, Fort Wayne, Ind. Filed June 9, 1921.



Copies of illustrations and specifications for patents may be obtained from the Commissioner of Patents, Washington, D. C., for 10 cents each



Sales Helps for the Dealer



A "Home-Electric Book" in French and English

There's a constructive way to answer every objection to a sales talk on the comforts of electric home appliances—even the come-back that our Canadian brethren sometimes encounter, "I do not spick the Engleesh!" A highly attractive come-back it is, too, for it is in the form of well-printed, attractively-illustrated booklet carrying text in both French and English, entitled: "The Comforts and Conveniences of Electricity in Your Home." The booklet is being published by the Electrical Co-operative Association, 511 St. Catherine Street, Montreal, Que.

Starting with front porch, illustrations and text show how lights and outlets should be installed for the greatest comfort. Next the halls are discussed, after which the reader is told about electrical applications for living room, dining room, butler's pantry, kitchen, laundry, cellar, billiard room, sewing room, garage, bedrooms, bath room and nursery.

The discussion on electric illumination which follows illustrates the effects which may be obtained by proper choice of globes and reflectors and offers practical suggestions for eye protection. In addition, four pages are devoted to illustrated descriptions of the principal electric household appliances.

Besides serving as a sales help for French-speaking customers, the booklet should prove valuable to electrical salesmen who wish to familiarize themselves with French equivalents for our American electrical terminology.

A Booklet That Helps Sell Electric Ventilation

Every store, shop and factory having steam, gases or chemical odors to eliminate can be sold electric ventilation. Well placed, the compact electrically driven exhaust fan pulls the stale air out of a room in short order, inducing a draft of fresh air to replace it.

In the condensed catalog of self-cooled motor propeller fans recently

*Show Window, Counter,
Mail Advertising and
Specialty Aids
Which Manufacturers Offer to
Help You Get More Trade*

issued by the Ilg Electric Ventilating Company, 2850 North Crawford Avenue, Chicago, Ill., the action of the electric exhaust fan is clearly shown by the use of a diagram and description. In addition, photographs are included to show the method of installing these devices in offices, garages, theaters, laundries, restaurants, drying rooms, industrial plants and residence kitchens.

How Much Hot Water Does the Family Use?

Do you know just how much hot water the average family consumes for dishwashing, for bathing, for washing clothes, and for other household purposes? If you want to sell electric water heaters, these statistics are of some importance. The new sales manual recently issued by the Automatic Electric Heater Company, Warren, Pa., makers of the Sepco automatic water heaters, carries numerous tables covering the quantity of water required for home use, the proper temperature to which this water should be heated, and much other valuable information. Average costs for hot water consumed in residences of different sizes are given, the figures being based on an investigation of several thousand actual cases.

Family Health and the Iceless Refrigerator

"The ordinary icebox is in reality a breeding place for germs," declares a booklet, "The Most Modern Household Utility," being distributed by the Cofax Company of Chicago, on its electric refrigerating unit.

"Far more diseases are transferred by foods from the family icebox than is generally known. Consider the ice that is brought into the average home—some of it natural ice, gathered from ponds and lakes close to the city, in order to have a short railroad haul. Ice gathered from these sources, while marketed as 'pure' ice, is but too often frozen sewage! Health departments of every city bear out this statement.

"Ice without mechanical agitation, or some re-agent, like the salted ice and the dasher used in an icecream freezer, can produce in the ordinary refrigerator no lower temperature than 58 degrees F. And yet at fifty-five degrees F., bacteria of various groups are not even dormant, but active. Consequently food even slightly contaminated, stored in the ordinary refrigerator, continues to decay.

"The electric refrigerator, on the other hand, is a scientifically perfect germ-proof miniature cold-storage and ice-making plant. While it is furnishing cold storage, it also makes clean, crisp, dry ice in any shape and out of your favorite drink-

Captures First Prize in Manufacturer's Window Contest



Here is the window display originated by a dealer in Quincy, Ill., which won first prize in a ten-day contest conducted by Altorfer Brothers Company during the early fall. The contest prizes were awarded by

this board of judges: Gerald Page-Wood, art director Erwin, Wasey & Company, Chicago; Warren Edwards, *House Furnishing Review*; and A. H. Sawyer, western manager ELECTRICAL MERCHANDISING.

ing water, if desired. It may be placed not with a view of accessibility for the ice man, but strictly for the convenience of the household. For 'Cofax' needs no drain or drip pan. Nor is it dependent on the whims and uncertain service of the ice man. It truly lightens household cares."

Flashlight Battery Display Cabinet Supplied by Manufacturer

A steel vending and display cabinet for flashlight batteries is being offered to dealers by the American Eveready Works, Long Island City, N. Y. The cabinet is of solid steel construction, so arranged that it "rotates" the battery stock automatically. The first battery in the cabinet is the first one out. Oldest goods are always sold first, and a fresh battery stock is thus assured. It is another "silent salesman" for the electrical store.

Go Tell the Housewife About This Kitchen Aid

A polishing, buffing and grinding motor is one of the most useful labor savers the housewife can have in her kitchen and yet it is one of the appliances most seldom brought to her attention in the electrical store. It needs, perhaps, more demonstrating than the other small appliances, and certainly, standing on a counter or table without an explanatory card of some sort, it

doesn't mean much to the average woman.

That is why descriptive leaflets like the one the Electric Specialty Company of Stamford, Conn., has ready for distribution, are especially helpful in teaching the housewife the usefulness of this little device in the kitchen. It is Bulletin No. 234, and describes the various polishing, buffing, grinding and sanding attachments for the motor.

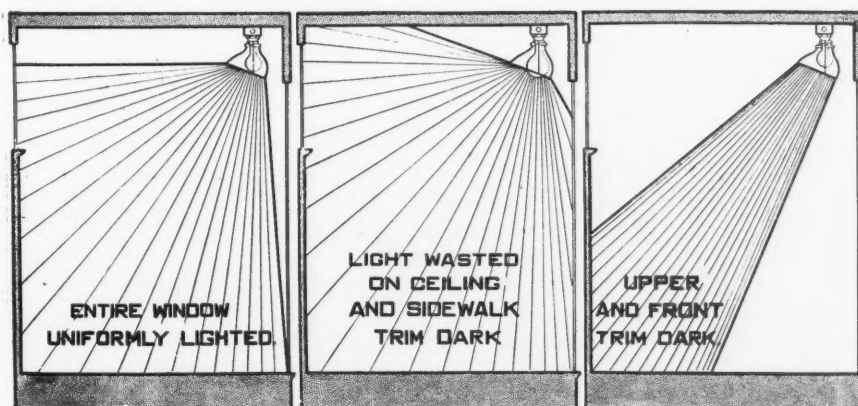
Simplifying Newspaper Ads on Commercial Lighting

A series of ten newspaper ads to help the dealer show the commercial advantages of "Denzar" lighting fixtures has been prepared by the Beardslee Chandelier Manufacturing Company, Chicago, Ill. Each of the advertisements is illustrated, and is supplied complete in plate form so that with the addition of the dealer's name, address and telephone number, the copy is ready to run.

Full size reproductions of these ads are shown on a sheet now being sent out by the manufacturer to dealers. The ads may be obtained separately or as a set, electrotypes being loaned to the dealer and returned after being used.

This is the second set of "ready made" advertisements prepared for dealers by the company, the first set covering fixtures suitable for home installation. Several hundred dealers, the manufacturer reports, took advantage of this first offer, the majority of them using the entire series of advertisements.

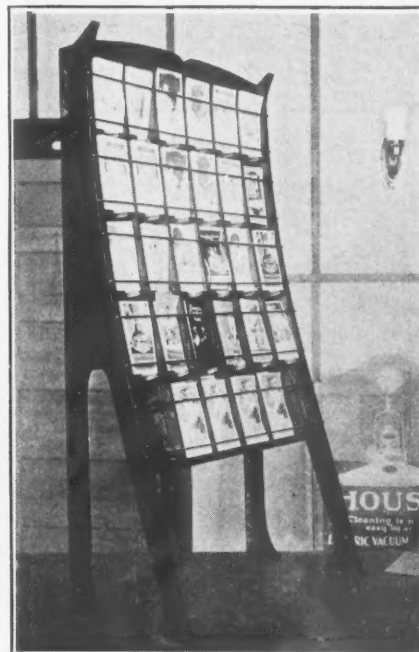
Placing the Lamp Correctly in Show-Window Lighting



Even proper window reflectors will not give the best window lighting if the lamp bulb is incorrectly placed within the reflector. If the bulb is too low, as in the middle picture shown above, light will be wasted on the ceiling and sidewalk. If the bulb is too high the upper and front parts of the

window will fail to get their share of light. The first picture shows the correct placing of the bulb, producing bright and even illumination in the entire window. It is one of the many instructive illustrations in the newest catalog of the National X-Ray Reflector Company, Chicago.

A Pamphlet Rack That Says "Take One!"



The pamphlets and stuffers sent to dealers by manufacturers for distribution to possible customers are deserving of better treatment than they frequently receive, believes E. B. Arnold of the Star Electric Company, Brunswick, Ga. So Mr. Arnold designed, built and copyrighted this rack; it is attractive enough in itself to draw attention to the pamphlets displayed. The sloping front makes it easy to read the lower pamphlets even at a casual glance.

Betts & Betts, 631 West Forty-third street, New York City, announce the issue of a complete new set of bulletins showing revised prices on the following products: any angle portables, automatic flashers, bell ringers, and bell transformers; bushings, "Besco" multiple Christmas tree units, color caps, refillable fuse plugs, "Glocators," heater cord sets, "Lo-Lites," motor flashers and controllers; sign transformers, socket extensions, time switches and toy transformers. The Michigan, western Ohio, Indiana and Kentucky territory of the company will now be covered by F. R. Ewing; eastern Ohio, western Pennsylvania and West Virginia, by N. S. Woods.

The Aqua Electric Heater Company, 250 West Fifty-fourth Street, New York, has issued a four-page, two-color folder on the electric water heaters manufactured by the company. In addition to cuts showing the device, its industrial and domestic applications are illustrated.

The Louisville Machine Manufacturing Company, Louisville, Ohio, is distributing an attractive folder in two colors, showing the various types of "Electric-Cut" coffee mills made by the firm. A table is included which shows shipping weight, horsepower, counter dimensions and capacity of eight sizes of electric coffee cutters.

New Merchandise to Sell and Where to Buy It

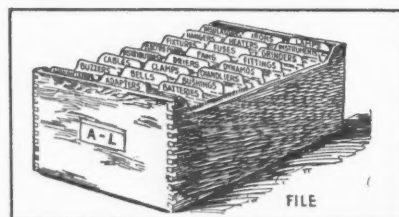
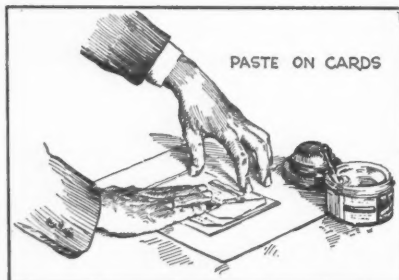
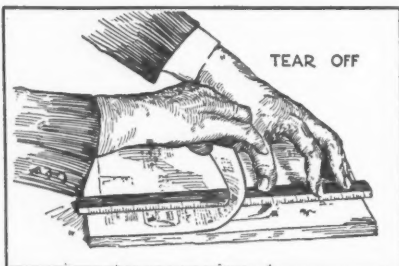
*Appliances, Socket Devices and Wiring Supplies Which
Manufacturers and Jobbers Are Putting on the Market*

Including Many New Appliances Suitable for Electrical Christmas Gifts

How to Use These Pages to Make Your Own Buying Index

Beginning with the September, 1917, number **ELECTRICAL MERCHANDISING** has been furnishing its readers with the selective new-merchandise catalog service continued on these pages. By tearing out those items which affect your business and pasting them on filing cards, you can make a buying index that will put information on *what is made and who makes it* right at your finger's end.

Every item, with its illustration, will fit a standard 3-in. by 5-in. filing card. Or, if preferred, these items can be pasted on sheets of paper for binding in a loose-leaf catalog or folder.



This section "New Merchandise to Sell" is an editorial text section prepared by the editors solely in the interests of readers of **ELECTRICAL MERCHANDISING**. As its title explains, its purpose is to put before our readers information concerning the new merchandise and latest inventions on the market.

To be described here, articles or devices must be new and of general interest to our readers. These descriptions are solicited from all manufacturers, and the items are published free of all cost to the maker of the device, and without respect to advertising or any other consideration, except their interest to the reader. The editors are the sole judges of what shall appear in this section, and readers may depend upon the independent character of this service.



Lamp-Heated Warming Device

Electrical Merchandising, December, 1921

A new idea in a portable heater that can be used both as a bed warmer and for applying heat to bodily aches and pains is found in "Glo-Pax," made by the Twinplex Sales Company, 1627 Locust Street, St. Louis, Mo. This is a flat fan-shaped device, the warmth radiating from a small electric bulb held between two flat aluminum pieces, one face of which is perforated. A fleece cover is also provided.

A heat regulator dial on the cord has three degrees of heat indicated on the dial but any number of intermediate degrees can be obtained by adjusting the arrow point at the place desired.

To open the device in case the bulb burns out, the knurled metal collar is turned slightly and pulled a half-inch down the handle, leaving the perforated face free to be lifted up with the finger.

"Martha Washington" Electric Sewing Table

Electrical Merchandising, December, 1921

In design a revival of the original Martha Washington sewing table, the new electric sewing machine developed by the White Sewing Machine Company, Cleveland, Ohio, presents when closed the appearance of a table, its front representing a symmetrically designed three-paneled drawer effect. On each end of the machine, extending the full depth of the woodwork, is a large covered receptacle for storing attachments, accessories, etc. The wood may be mahogany, walnut, golden oak or fumed oak.

The raising of the lid produces the electric sewing machine, which is of the rotary type. A knee-operated lever controls the speed, and the motor can be used on both alternating and direct current.



Household Refrigerator

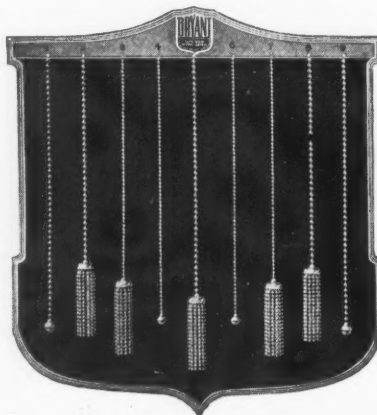
Electrical Merchandising, December, 1921

The five features of the "Dann" iceless refrigerator pointed out by its manufacturer, the Dann Icer Sales Company, 30 East Forty-second Street, New York City, are as follows:

First, ethyl-chloride is the refrigerating fluid, which enables the compressor to operate with an air-cooled condenser, thus eliminating water and other plumbing connections and thereby reducing installation costs. Second, the location of the thermostat in the brine eliminates

the constant starting and stopping of the compressor likely to occur from incidental variations in temperature whenever the refrigerator doors are opened.

Third, the expansion valve or "carburetor" was designed to prevent clogging by foreign matter. Fourth, the elimination of pipe coils in the expansion side of the equipment provides a uniform distribution of heat absorption surface combined with extreme compactness. And fifth, the simplicity of general design and freedom from pipe connections simplify the problems of installation and servicing.



Decorative Pull Chains

Electrical Merchandising, December, 1921

A line of colored decorative pull chains to match the stands and shades of table and floor lamps is being offered by the Bryant Electric Company, Bridgeport, Conn. These chains are 8 in. long, and one may have the choice of chains with balls or chains with tassels on the ends. The colors obtainable are:

Iridescent finishes, pink, light green, blue, lavender, red, dark green; regular one-color finishes, brush brass, pearl silver; special one-color finishes, coral, jade, light blue, lavender, mahogany, glossy black; mottled flat finishes, pink, light green, blue, lavender, red, dark green.



Vacuum-Cup Clothes Washer for Stationary Tubs

Electrical Merchandising, December, 1921

Especially adapted for the small kitchen, where the housewife has only a limited space for a washing machine, is the new vacuum-cup clothes washer "Dawn." It is made to fit any stationary tubs, and can be stored in the tubs when not in use, thus saving the space of the larger machine.

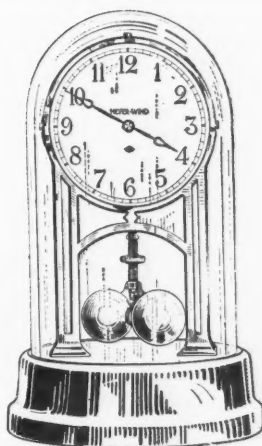
The mechanism consist of the two plunger cups working from a walking beam; the motor, mounted on top, and a reversible wringer operated by one lever. The maker is the Dawn Manufacturing Company, 552 Fairfield Avenue, Bridgeport, Conn.

Electric Clock

Electrical Merchandising, December, 1921

The "Never-Wind" clocks made by the Tiffany Clock Corporation, 2964 Main Street, Buffalo, N. Y., are run by a small, electric dry-cell battery hidden in the base. One battery will drive the clock and mark the time for from twelve to twenty-four months—at the end of which time another battery is slipped in to replace it.

These clocks are made in two sizes: one 11 in. high with a 4½-in. porcelain dial; the other 10 in. high, with a 3-in. dial. The frame is gold plated, and a glass globe covers the clock.



Electric Dishwasher

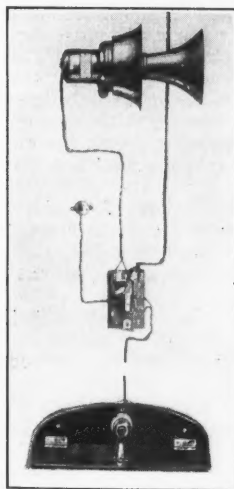
Electrical Merchandising, December, 1921

Happy Home Industries, Madison Building, Detroit, Mich., has placed on the market an electric dishwasher, having two moving parts, which are completely inclosed, thus insuring safety.

The machine is made of "Armco" galvanized iron and has a diameter of 22 in. and a height of 34 in. It is finished in white nickel, baked on, and nickel trimmings; it is operated by a ¼-hp. ball

bearing motor. A two-blade propeller, connected to the motor by a rubber universal joint, revolves at a speed of 1,750 r.p.m. The machine has a capacity of fifty-five pieces of china and glasses and the same number of pieces of silverware.

The interior equipment comprises a stationary rack for the dishes, leaving each dish accessible, and a removable container for the silverware. The machine is self-washing and is drained in a short time by means of a special connection. It is mounted on casters and can easily be moved out of the way.



Bank Hold-Up Alarm System

Electrical Merchandising, December, 1921

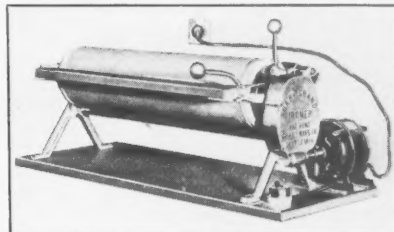
The new "Sterling" hold-up alarm system for banks developed by the Inter-State Machine Products Company, Inc., Rochester, N. Y., consists of four necessary parts:

First, the "Sterling Type F" siren which can be had in any voltage from 24 to 220, alternating and direct current. The siren is intended to be placed on the outside of the bank building, and has enough volume of sound to be heard several blocks. The second important part is the hold-in relay to which are connected the foot switches for the tellers, which operate the siren, and one of which is shown in the illustration. The teller operates the foot switch by placing his toe under the switch panel and lifting upward. After the siren is started, it cannot be stopped by the foot switch, but contact is broken by means of a push-button connected to the relay switch, and placed at any convenient point.

Small-Size Ironing Machine

Electrical Merchandising, December, 1921

The "Baby Grand" ironer, manufactured by the Grand Manufacturing Company of Detroit and distributed by the Electric Servant Company of the same city, is a light, compact machine, weighing only 65 lb. and occupying a floor space only 3 ft. long by 15 in. wide. It is portable and may be placed on the kitchen table or any other convenient place.



The ironer is driven by a "G-E" motor direct connected to the gears, and is gas-heated. Pressure on the ironing shoe can be so regulated by the pressure springs as to give pressure varying from a few pounds to a maximum of 500 lb. By the use of the clutch, the roll can be made to reverse or stand in any position, thereby enabling the housewife to iron cuffs, collar bands or any part of a garment requiring more ironing than the rest. There are no foot levers, the pressure being regulated by a small cam lever and a touch of the hand.

Stationary Electric Washing Machine

Electrical Merchandising, December, 1921

The Berthold Electrical Manufacturing Company, 127-129 South Green Street, Chicago, Ill., has placed on the market an electric washing machine designed for permanent installation, to do away with stationary tubs. It is made of a heavy gage copper, tinned, and polished on the inside so it will not corrode. It is equipped with a motor swinging wringer and metal cylinder, which revolves and reverses every five revolutions. The mechanism is placed in a one-piece cast-iron casing, which cannot get out of alignment and allows no moving parts to be exposed.

Silk and Parchment Shade Lamps

Electrical Merchandising, December, 1921

An assortment of six new lamps, three with parchment shades and three with silk shades, is being offered by the Aladdin Manufacturing Company, Muncie, Ind. They measure about 14 in. high, may be had in a variety of finishes, and are intended for halls, boudoirs, boudoir desks, etc.



Continued on third and fourth pages following, for your convenience in clipping and filing. Each item will fit a 3 x 5 in. standard filing card



Gossip of the Trade



*Glimpses of
Electrical Men at Work,
at Play, and in Convention—
as Caught by
Lens and Pencil*

New Orleans Meeting of Electrical Interests Jan. 17 to 20

The Electrical League of New Orleans is developing a "Mid-Winter Meeting of Electrical Interests," using as a nucleus the group of National Electric Light Association committee meetings scheduled for New Orleans in January.

The following program, which is incomplete, will be augmented by other meetings as soon as they have been definitely scheduled:

Wiring Committee, N. E. L. A. Jan. 17
Commercial Section, N. E. L. A. Jan. 18
Bureaus and Committees, N. E. L. A. Jan. 18
Commercial Section, Executive Committee, N. E. L. A. Jan. 20

Executive Committee, Southwestern Division, N. E. L. A. Jan. 20
Two day session. Exact dates not yet determined upon.

Coincidentally, it is proposed to hold meetings of the Mississippi members of the National Association of Electragists, in joint session with the Louisiana members. It is also proposed to hold meetings of the Dixie Club (representing the jobbers of the South), and of the Conference Club.

W. L. Goodwin, S. A. Chase and H. B. Kirkland, national figures in the electrical trade, have been invited to attend these meetings. Laurence Davis, special representative of the National Electragists, will have an important

message for members of his association.

The Electrical League of New Orleans, together with the Louisiana branch of the National Electragists, is enthusiastically co-operating toward making this big Southern meeting one of exceptional benefit to all attending.

Special representatives of manufacturers, jobbers and central stations are invited to attend.

Arrangements include one general meeting where broad questions now affecting all electrical interests will be discussed, and a "get-together dinner" has been provided for. Special arrangements have been made for golf, and for visits to the interesting sections of New Orleans. Local arrangements are in charge of a committee consisting of W. E. Clement, Lyman C. Reed, C. S. Barnes, Frank H. Ames and Robley S. Stearnes, chairman.

The Mechanical & Electrical Manufacturing Company of Bethel, Maine, has been incorporated with a capital stock of \$100,000 to manufacture electrical products, etc. Theodore Morin, Bethel, Maine, is the president and treasurer, and Ellery C. Park has been chosen clerk.

Mr. Hoover Champions Trade Association Idea

Despite the criticisms that have been heaped upon trade associations and the disinclination on the part of the Department of Justice to attempt to clarify the situation prior to the decision of the Supreme Court in the hard-wood-lumber case, the Department of Commerce is actively championing the trade association idea. Secretary Hoover and members of his staff are taking pains in their utterances to show that the questionable conduct of a very few trade associations, or aggregations calling themselves trade associations, has resulted in uncharitable criticism of all trade organizations.

Mr. Hoover has expressed himself so definitely on the subject that there can be no doubt that he believes trade associations are necessary to the maximum progress of industry. The rapid multiplication of trade associations until they number nearly 3,000 is interpreted by Mr. Hoover to indicate "a great and vital movement and something permanent in our economic system." Other quotations from Mr. Hoover on the subject follow:

"A Profound Step Toward Business Co-operation"

"The coming together of manufacturers and producers in the different trades for the purpose of the advancement of their industries as a whole is a profound step toward co-operation in the whole business world. Out of it will be gained tremendous benefits for the business public. The various trade associations present a point of contact with the government such as did not exist ten years ago.

"I know of no way in which we can undertake the solution of collective questions except by the co-operative organization of the men in the industry. We cannot go on maintaining our standard of living in the face of the foreign competition that we have in front of us unless we can make some progress in the collective sense. The only way that we can hope for it is through the organization of associations that will take up the problems common to all, that gain inch by inch the efficiency and stability that make for national efficiency."

F. M. Feiker, formerly editor of *ELECTRICAL MERCHANDISING* and now assistant to the Secretary of Commerce at Washington, in a recent public address said:

"The trade association is the natural organization functioning in the establishment of contracts between the government and industry. Such associations are indispensable in such matters as the collection of statistics, the detailed promotion of foreign trade and in the elimination of excess variety. It is the only avenue that the Department of Commerce sees by which the government can establish contact with a trade to the mutual advancement of fundamental interests."



More and more the world is coming to realize that no regular gathering in the realms of Art, Science and Sport is complete without an electrical man. And here we have a photo of a well-rounded group of far-famed talent, gathered at the Dover Hall hunting preserve, in which our chosen field is ably represented by J. C. Gilpin, vice-president of the Triangle Conduit Company of Brooklyn, N. Y. In the top row, starting at the left, you will see W. J. Fahnsforth, sporting editor *New York*

American; Sid Mercer, sporting editor *New York Journal*; Col. T. L. Huston, half owner of the Yankees; Jeff Pfeffer, former pitcher of the Brooklyn team; W. J. MacBeth, sporting editor *New York Tribune*; George Stallings of the Braves. Those who drew seats in the second row are Wilbert Robinson, manager of the Brooklyn team; Irvin Cobb of the wide, wide world; George Daly, *New York World*; Miller Huggins, V. C. Gilpin. On the ground are Babe Ruth and Colonel Crowley.

Buffalo Electric Club Buries "Old Man Gloom"

At a meeting of the Electric Club of Buffalo on Nov. 4, Louis G. Gibbs of the Boston Edison Company delivered an address in which he made an earnest appeal to all electrical business men to take more interest in the affairs and administration of their city government.

President Richard Wahle of the club directed ceremonies, and after the talk by Mr. Gibbs, announced the funeral of Old Man Gloom. An appropriately decorated coffin was brought in to the accompaniment of doleful music and dimmed lights. After a brief oration delivered by E. D. O'Dea of McCarthy Bros. & Ford, the lights were turned on and the coffin opened, releasing Miss Prosperity who danced with great skill and activity. More entertainment of the lighter sort completed the highly successful meeting.

The I. A. Bennett Company of 112 West Adams Street, Chicago, has been appointed exclusive district sales representative for the Ajax Electric Specialty Company of St. Louis in the territory covered by Indiana, Illinois, Wisconsin, upper peninsula of Michigan, Minnesota and both North and South Dakota.



In these, the winter afternoons, when, in the words of our janitor emeritus, "it gets late early," one has to work fast to get in nine holes of golf between escape from the office and sundown. E. L. Callahan, sales manager of the Westinghouse Lamp Company, starts out with confidence in his car and Mazdas in his headlights.

The Universal Electric Stage Lighting Company (Kliegl Brothers, proprietors), dealer in electric stage lighting apparatus and lights for motion picture photography, have removed to new quarters at 321 West Fiftieth Street, New York City.

EMF Electrical Year Book

The EMF Electrical Year Book, just published by the Electrical Trade Publishing Company, Chicago, comprises three leading features:

1. Compilations of facts and figures about each branch of the industry.
2. Definitions of electrical and allied terms.
3. A classification of products made and used by the industry with listings of their producers.

This last feature is the most prominent one of the book as regards number of topics and listings. All topics are entered alphabetically, the entire text being arranged as in an encyclopedia or dictionary so that it is very easy to find any item desired.

The dictionary feature includes, besides the definitions of the products referred to, definitions of several thousand electrical words, terms and abbreviations, also of magnetic, photometric, chemical and other terms closely related to the electrical. These definitions cover words of theoretical or scientific nature as well as those of practical and trade interest. They are written in as simple style as is consistent with technical accuracy.

The editorial work on the book was done under the general direction of Frank H. Bernhard, who for fourteen years has been active on the editorial staffs of various well known electrical publications.

Death of J. B. Crouse—"Pioneer of the Idea of Co-operation in the Electrical Industry." Father of J. Robert Crouse

J. B. Crouse, one of the pioneers in the incandescent-lamp industry and the first and only president of the National Lamp Works, died at his home in Cleveland on Nov. 6, after a long illness.

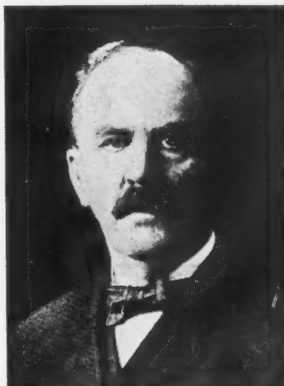
Mr. Crouse was born on Nov. 29, 1842, in Hartland, Mich. He came to Cleveland in 1855 with his Hartland associate, H. A. Tremaine. The two established the Cleveland Carbon Company which later became a part of the National Carbon Company.

Then Messrs. Crouse and Tremaine went to Fostoria, Ohio, where they organized the Crouse & Tremaine Carbon Company. There, Mr. Crouse and others organized a banking company and the Fostoria Incandescent Lamp Company, Mr. Crouse being president. Later this company became a part of the National Lamp Works. Mr. Crouse was the first and only president of this company. He remained in the incandescent lamp business from May, 1898, until Jan. 1, 1916. At that time he was chairman of the advisory board of the company.

Developed New Business Instead of Fighting for Existing Business

At the time of his death, Mr. Crouse was president of the Crouse-Tremaine-Kulas Company, of Cleveland, and the Artic Ice Cream Company of Detroit.

He is survived by one son, J. Robert Crouse; by his widow, Mrs.



J. B. CROUSE

"He felt, almost from the day he made his entrance into the business world, that it would be for the common good to co-operate instead of fight. So he obtained the agreement of other salesmen in his territory to respect one another's contracts and to devote their energies to creating new business rather than to struggling with each other for a greater share of the business already developed."

Edith May Avery-Crouse, and by two step-daughters, Mrs. C. C. Gale, and Miss Grace Avery, all of Cleveland.

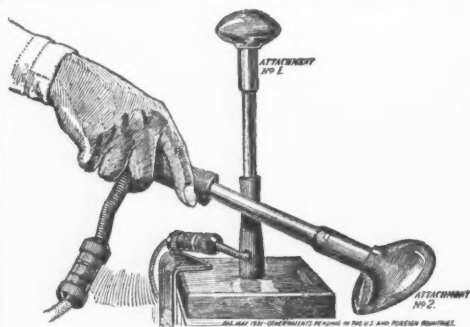
"J. B. Crouse was really the father of the idea of co-operation in the electrical industry," points out S. E. Doane, chief engineer National Lamp Works, in a statement prepared at the request of *Electrical Merchandising*.

"He believed that intelligent co-operation makes possible service and progress. He was hostile to destructive competition even in his younger days, although that hostility was not the result of fear of competition of others, for J. B. Crouse was a master salesman.

Started Lamp Business to Utilize Glass-Factory Output

"The fact that the two carbon companies which Mr. Crouse started and headed were combined with the National Carbon Company; the fact that he established a bank in connection with his carbon company interests; that he took over a glass manufactory because the bank was involved so deeply as to make this desirable; that he started a lamp company to utilize his glass output to the fullest extent; and that he brought about the consolidation of his lamp company, with others, into the old National Electric Lamp Association, for the co-operative development and perfection of its product—all evidence the bent of Mr. Crouse's mind.

"Now he is gone! A life dedicated to the idea of industrial co-operation is ended. But Mr. Crouse lived to see his faith in that idea justified. In his passing the hundreds of concerns doing business on a co-operative basis lost a staunch supporter and friends in all parts of the country lost a friendship they had learned to prize."



Electric Iron for Millinery Work

Electrical Merchandising, December, 1921

An electric iron that is intended for the woman who makes and remodels her own hats as well as for the professional milliner, has been developed by the Tommy Iron Manufacturing Company and is now being distributed by the Commercial Electric Supply Company, St. Louis, Mo. This "Tommy" iron has attachments for both upright and flat surface ironing. It is nickel plated and weighs 2½ lb. Some of the things it will help the milliner do are: shaping of curves and giving correct curves; shaping soft crowns; removing dents and creases; relocking; and working of laces, crepes, velvets, leghorns, etc.

Electric Ironing Machine

Electrical Merchandising, December, 1921

The Hoe Corporation, Poughkeepsie, N. Y., has placed on the market an ironer heated by gas and driven by electricity. All parts of the machine rotate, there being no stationary shoe. The cylinder wall of the ironer is made extra heavy to give a more uniform heat, hold the heat longer and reduce the gas consumption.

The feed board is made of hard, polished wood, without stain or coloring matter, with a strip of polished brass at the feeding point. The padded rolls continue to rotate, regardless of whether they are in contact with the heated cylinder or whether they are raised out of contact.

This is accomplished by means of a flexible coupling without changing the position of the gears. In other words, the gears are always in mesh. It is this feature that enables the ironer to be run at any desired speed. When the padded rollers have been raised out of contact with the heated cylinder it is essential that they continue to rotate to avoid danger of scorching the padding.

To avoid unnecessary replacement of the padding on the rollers, a recess has been provided for the flange to run in so that, no matter how much the padding is compressed, it can still be used. The foot board has a toe piece for ease in tripping the padded rollers and returning them to the normal position after they have been moved out of contact with the cylinder. A pilot light is provided.

Violet-Ray Set With Current Index

Electrical Merchandising, December, 1921

The new "Baby Violetta Type B" violet-ray set made by the Bleadon-Dun Company, 213 South Peoria Street, Chicago, is equipped with an index, and the strength of the current can be adjusted to "mild," "medium," or "strong."

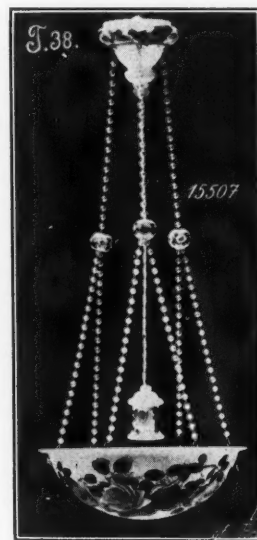
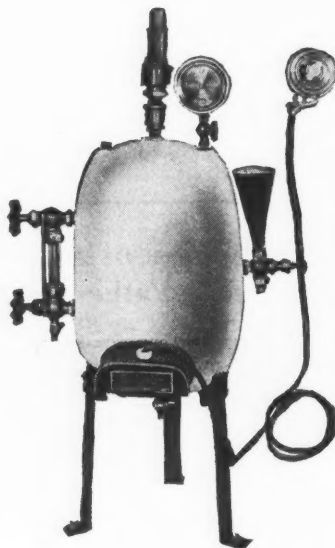
Other features of the outfit are the adjusting knob on top of panel; the separable handle equipped with plug; and the Tesla coil specially constructed to fit the hexagonal handle.



Flashlight With Two Reserve Lamps

Electrical Merchandising, December, 1921

A new flashlight offered by the Franco Electric Corporation, Tillary and Pearl Streets, Brooklyn, N. Y., is equipped with one master and two reserve lamps, to lessen the possibility of the user's being without light when he needs it. The center, or master lamp, is for ordinary use; the other two are to be used in emergencies.



Czecho-Slovakian Chandeliers

Electrical Merchandising, December, 1921

Chandeliers painted in Bohemia are being imported and marketed by Lyons & Jourdan, 25 West Broadway, New York City. The glass canopies and socket covers are hand painted to match the bowls, and the suspension chains are made of crystal beads.

Small Electric Steam Boiler

Electrical Merchandising, December, 1921

E. L. Emerson of the S. U. E. Company, Room 204, 89 Beach Street, Boston, has developed a new small boiler, heated electrically, for use where a small amount of steam is needed. With this boiler no piping for gas or oil is necessary and no coal is used. It is called the "Unitize," and can be used in shops, factories, etc., where a large amount of steam is not necessary. Built to cover all requirements of state and insurance inspection, the boiler has a water glass, steam gage, combination blow-off pop and whistle, and fusible plug. There is also a valve connection for outlet and plug in the bottom for return, as well as a pet cock for drainage. The boiler measures about 20 in. in width and has a thick covering of asbestos. The heating units are for 1,200 watts maximum, controlled by a three-heat switch, reducing to 600 watts medium and 300 watts low, or by a rheostat that regulates from 600 to 1,200 watts as required.



Electric Radiator and Engine Heater for Automobiles

Electrical Merchandising, December, 1921

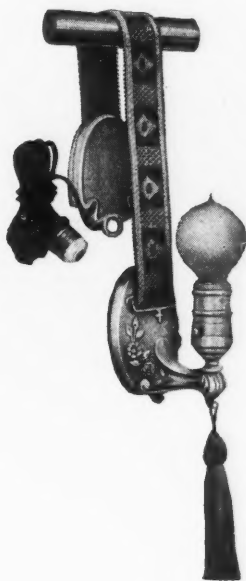
Designed to relieve one of the biggest annoyances of motorists in winter—starting the engine in freezing weather—is the new electric radiator and engine heater made by the Primo Electric Company, 136 Federal Street, Boston, Mass. The heater is inserted in the lower radiator hose, where, the manufacturer says, it will keep warm the entire water system as well as the motor and the oil. It operates from any convenient electric outlet or light socket. It may be had in three sizes, and for all cars.

What's new on the market? These pages will tell you. ➡

Hanging Lamp

Electrical Merchandising, December, 1921

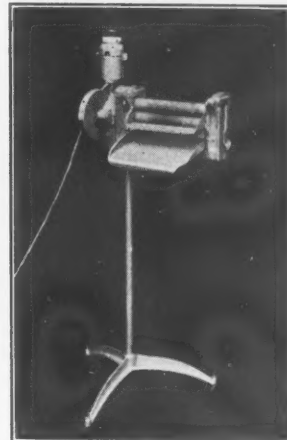
A novelty hanging lamp device called the "Lampette," and made by the Colonial Lamp & Fixture Works, 5634 Lake Park Avenue, Chicago, introduces a new feature in the braided belt used to hang the lamp over any convenient point on chair or bed. The braids, shades, shields, and tassels may be had in a number of designs, colors and materials.



Double-Roll Ironer

Electrical Merchandising, December, 1921

A number of improvements have been added to the "Rotarex" electric ironer (formerly the "Gould") by its new owner, the Apex Electrical Distributing Company, Cleveland, Ohio. The double roll, visibility of ironing, automatic foot control, and a special collar and ruffler attachment are all features of the company's newest ironer.

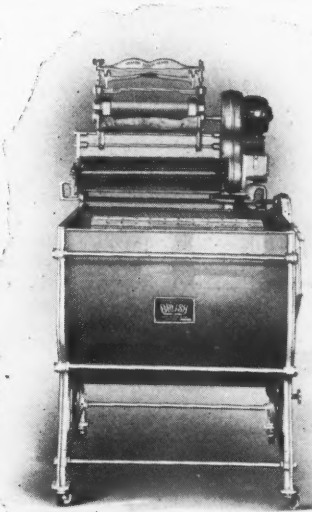


Separate Electric Wringer

Electrical Merchandising, December, 1921

The Petroleum Engine & Manufacturing Company, Inc., 120 Broadway, New York City, has recently placed on the market a new electric clothes wringer for independent use in the home laundry. It consists of a metal wringer operated by a universal motor, 1/2 hp., through reduction gears. The rolls reverse by reversing the motor. The wringer is equipped with full release.

It may be clamped to stationary tubs or mounted on a portable stand.



"Speaking" Electric Sign

Electrical Merchandising, December, 1921

A sign which causes illuminated words and sentences to be seen running across the sky as though a human hand were writing on a slate, has been developed by the U. S. Parlagraph Company, Cleveland, Ohio, P. O. Box 550. The letters appear at one side and apparently float across the face of the sign to disappear at the opposite side. Three or four different advertisements may be run on this "Travel-Light Parlagraph," which may be changed whenever desired. The letters are 3 ft. high, and the bank of lamps contains about 800 ten-watt sign lamps. The transcribing machine and record control the lights being flashed, the record being made of extremely thin sheet brass and enameled with insulating enamel on one side. The enamel is cleaned off from the spots which are to make contacts for the fingers as the records run over the brush block. The contact mechanism is sturdily built to withstand the heavy duty to which it is put.

The device can be added to large electric signs already in operation.

Clothes Washer with Revolving Brush

Electrical Merchandising, December, 1921

Designed to retain the rubbing principle is the new electric clothes washer offered by the Pioneer Brush Washing Machine Company, New Kensington, Pa., which has a revolving brush against which the clothes are held by a smooth brass roller. The brush is driven by a motor. In addition, for the less soiled clothing, there is combined with the scrubbing machine an automatic agitator which churns the water. A rotating cylinder holds the clothes.

The brush unit, to which the power wringer is attached, is on a sliding base so that it can be used over the agitator, or it may be slid over to the left (still connected to the power) and be used over another tub while the agitator is doing its work.



Cylinder-Type Clothes Washer

Electrical Merchandising, December, 1921

The newest clothes washer made by the Central Manufacturing Company, 2525 Montgomery Street, St. Louis, Mo., may be equipped with either an aluminum cylinder weighing 10 lb., or with a copper 27-lb. cylinder. The machine has a capacity of ten sheets.

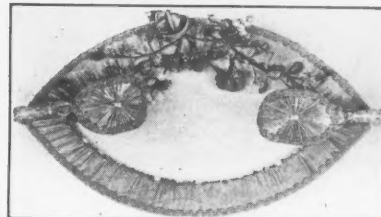
Some features of the new washer are: cut steel gears; direct shaft drive; no wood in the entire machine; no chains or springs or belts; motor underneath the machine; and a swinging wringer which locks in four positions.

In operating, the cylinder makes seven-eighths of a revolution and returns.

Illuminated Boudoir Mirrors

Electrical Merchandising, December, 1921

Boudoir mirrors wired for one or two electric lights are being offered in a number of varied designs by Gudeman & Company, 30 Irving Place, New York City. Many of the mirrors are decorated with ruffled silk, gold braid, and hand-made silk flowers, and some may be had in oval and oblong shapes.



Continued on third and fourth pages following, for your convenience in clipping and filing. Each item will fit a 3 x 5 in. standard filing card

Denver Civic Association Holds "Electrical Day"

An "Electrical Day" was featured at the weekly meeting of the real estate bureau of the Denver Civic and Commercial Association, Nov. 2, at which time the Denver Electrical Co-operative League had charge of the program. The part electricity is playing in the modern home, the education of the public in things electrical and co-operation between the real estate interests and the electrical industry were topics stressed.

T. O. Kennedy, chairman of the league's advisory committee, explained the electrical home movement and showed the realtors where every dollar spent in the electrical equipment of a home adds \$4 in value to the selling price of the property.

The personal experience of A. C. Cornell, chairman of the publicity committee of the league, in moving into an extremely desirable house supposedly modern but without any convenience outlets, was related by him as an example of the manner in which the majority of new homes have been constructed.

The nature and the activities of the Electrical Co-operative League were explained by S. W. Bishop, executive manager of the league.

Nearly a hundred prominent real estate men attended the meeting. Many representatives of the electrical industry were also present and gave support to the message of "Do It Electrically."

The Rome Wire Company of Rome, N. Y., has opened district sales offices in New York City at 50 Church Street. H. S. Hammond, who has represented the company in the Eastern territory during the past twenty years, is in charge of the new office.

The Hall Kitchen King Company, manufacturer of electrical kitchen equipment for hotels, has announced that owing to the large increase in business its offices and works are now located in new and larger quarters at 1130-1132-1134 Race Street, Philadelphia.

The Radio Manufacturing Company announces the removal of its offices and sales department to 170 Fifth Avenue, New York City.

The Opalume Company of 416 South Elizabeth Street, Lima, Ohio, has recently been incorporated with a capital stock of \$50,000 to engage in the manufacture and sale of electric signs and appliances. The incorporators of the company are H. C. Russell, Charles G. Meyer, Joseph Franck, Walter C. Miller and John T. Michel.

The Lumen Unit Company of Cleveland, is another new Ohio concern which is engaged in the manufacture and sale of lighting fixtures and appliances. The organizers of the company are Mark A. Copeland, N. B. Madden, C. A. Quintrell, O. S. Schultz and M. E. Getchell.

The Electric Sales Company of Canton, Ohio, has been incorporated with a capital stock of \$25,000 to operate a wholesale and retail electrical business at 138 South Third Street. The company is a subsidiary of the Electric Sales Company of 47 East Gay Street, Columbus, and the incorporators are Richard E. Baher, H. W. Culbertson, O. L. Jeffries, R. B. Smallwood and S. S. Jeffries.

H. E. Gelhart & Company of Rock Island, Ill., has been incorporated with a capital stock of \$50,000 to manufacture electrical supplies and fixtures. The offices of the company will be located at 2030 Seventh Avenue and 1517 Second Avenue, Rock Island. The incorporators are S. E. Gelhart, Willard E. Hartman and C. Gelhart.

Douglas B. Knowles, of Stratford, Conn., successor to Yates & Knowles, electrical contractors, is now located at 115 Johnson Avenue.

The Kent Company, Inc., Rome, N. Y., has just opened up a New York office at 147 West Fifty-seventh Street. The office will be in charge of F. T. Kent. The company manufactures and sells the Utility electric floor machine, the Kent Stationary Kleaner, and the Vacuna portable cleaner.

E. L. Johnson, formerly with the Spofford Company, Inc., has resigned to take up an association with the Derby Brown Company, Boston, Ohio.

Morton S. Brown, who had been engaged in the electrical contracting business at Columbus, Ohio, for a number of years, has been appointed manager of the Columbia Sales Service Company, which company manufactures an automobile rack. By the use of this rack the car can be turned on its side while repairs are made to the sides and bottom.

The Mayhew Electric Company, of Williamstown, Mass., has recently been organized by Joseph L. Mayhew and Joseph Vallengourt. This business was formerly conducted by Mayhew & Seymour.

The Midland Electric Company of Toledo, Ohio, is a new \$10,000 retail electrical business, recently incorporated by Chester H. Grove, Fred A. Riehm, H. Ackerman, Nolan Boggs and John C. D'Alton. The headquarters of the company are located at 120 North Erie Street.

The Shenandoah Electric Appliance Company is the name of a new electrical appliance shop recently opened at 11 West Water Street, Winchester, Va. The organizers of this co-partnership are N. R. Quesenberry and J. E. Carpenter.

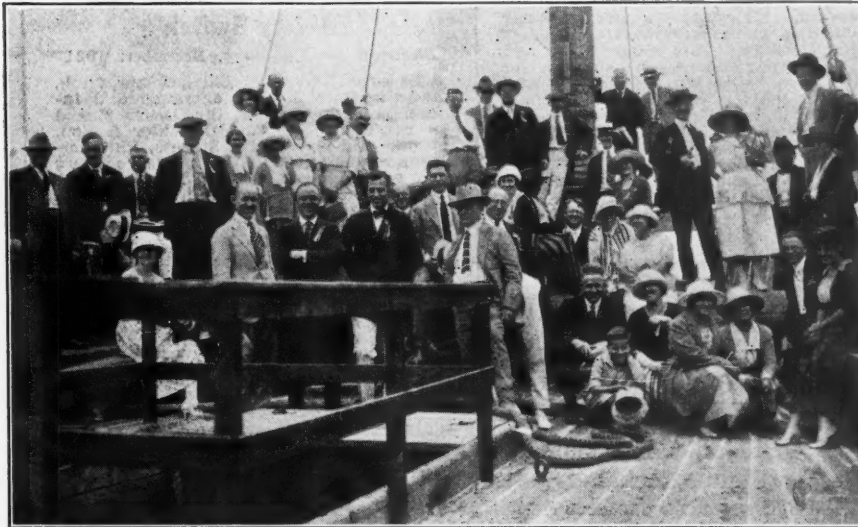
The Silent Washer Company, manufacturer of the new Sunbeam washing machine, at Clintonville, Wis., recently held a demonstration for stockholders and an invited gathering of jobbers at the factory. Stockholders voted to enlarge the board of directors and added the following: P. H. Kasper, Charles Bohn, Albert Fritz and R. W. Moss-holder. The officers of the company are: President, O. R. Schwantes; vice-president, John L. Zehren; secretary, Julius Spearbraker, and treasurer, Max Steig. In addition the directorate includes M. B. Lendvill. All the directors are residents of Clintonville.

The Empire Transformer Company of Chicago, which has been established for the past eleven years, has acquired the manufacturing and sales rights of the Elektro appliances. This includes the flatirons, percolators, toasters and the Elektro toy range. William Sickinger, vice-president of the organization, states that backed by his corps of engineers with the transformer company, the company has made some great changes in the Elektro products and is now in production for the fall and winter trade. "Each respective item must pass an engineer's test," continues Mr. Sickinger, "because all men associated are old in the electrical field, which fact promises the best of service to jobber, dealer, and consumer."



When twelve o'clock doesn't mean anything to you but noon; when the trusted razor scrapes and pulls; when you get to hating linen collars and scowling at the bootblack, and when the price of hat checks strikes you as being outrageous, try a little of the life here pictured. For thirty days these electrical men disguised themselves as hunters and roamed the Wyoming mountains, bringing back with them

the fall millinery of three moose, one deer and two elk, not to mention the entire upholstery of one black bear. Recognize them? All right, we'll tell: W. Deming, president Electric Supply Company, Memphis, Tenn.; F. L. Funsten, president Funsten Electric Company, Kansas City, Mo., and F. M. Bernarden, president B-R Electric Company, Kansas City. Note the presidential teepees in the background.



Under sunny skies, with the beaches lined with trim figures of bathers on the one side, the darting of flying fish on the other and the beautiful submarine gardens in the waters below, the Southern District of the California Association of Electrical Contractors and Dealers hove off to sea on Sunday morning, July 31, to see the fairy wonderland of the Catalina Island, now made nationally famous by William Wrigley of chewing gum fame. Note Clyde

Chamblin, president of the California Association of Electrical Contractors and Dealers, who approvingly smiles in the figure. He is the second person to the left from the gentleman in the Stetson hat, shown in the center of the picture. The one hundred and ten electrical contractors and dealers who attended this convention declared it one of the most successful ever attempted in that part of our country which stretches from the Rockies to the sunset.

The O. H. Valentine Company, Cleveland, Ohio, has been incorporated with a capital of \$10,000 to do general electrical engineering and contracting. This includes the manufacture and sale of electrical supplies. The incorporators are R. C. Hyre, R. E. Hyre, N. C. Kees, O. H. Valentine and W. C. Kelley.

The Redinbo Company has been incorporated at Sidney, Ohio, with a capital of \$25,000 to deal in power washing devices as well as a full line of electrical supplies and equipment. The company's place of business is at 129 East Court Street. Incorporators are M. V. Louderback, J. H. McCashen, M. A. Doorley, R. A. Redinbo and David T. Jackey.

F. Clifford Estey, president and secretary of the Essex County Radio Association of Radio Clubs in Essex County, Mass., affiliated with the American Radio Relay League, has become associated with the Clapp-Eastham Company, Cambridge, Mass., as sales manager. Mr. Estey will direct all sales and advertising work for the C-E line of radio equipment and electrical laboratory apparatus. New England radio men, among whom Mr. Estey has long been a prominent and popular figure, will join in congratulating him on his new connection and extend heartiest wishes for success.

The Sieben Manufacturing Company, Kansas City, Mo., is now in production in its new location at 914 Genesee Street, Kansas City, where the company has a three-story and basement brick building, with ample room for manufacturing, assembling and storage. The Sieben Manufacturing Company manufactures the Sieben "All-in-One" electric washing machine, drier and ironer. Henry Sieben is president of the company and H. F. Walker is sales and advertising manager. The general offices are located in Room 418, Gumbel Building, Kansas City, Mo.

British Columbia Association Doubles Budget for Electrical Co-operation in 1922

The British Columbia Electrical Co-operative Association, with headquarters at Vancouver, B. C., has issued its first annual report, summarizing a most successful year. This original 1920 budget of \$3,000 has been doubled for next year, when the extended activities of the association will require \$6,000, which will be contributed in the following proportions:

Central stations	50	per cent
Manufacturers	17.5	per cent
Jobbers and general subscriptions	7.5	per cent
Contractor-dealers	25	per cent

Commission agents handling electrical appliances and electrical goods are asked to contribute \$25 per annum to the association.

During the coming year the association will give attention to helping contractors and dealers better to merchandise their goods, architects to plan better electrical installations, and also to promote the electrical industry in public. By better store arrangement, better window display, better advertising, better selling plans, it is hoped to improve business generally.

Among the other activities of the association will be the prosecution of a campaign for better street lighting, better industrial lighting, and better store lighting; better street lighting to reduce the danger of accidents in streets to pedestrian and vehicular traffic and to assist in the prevention of crime, at the same time increasing the beauty of the city at night; better industrial lighting to increase the productivity of various factories and to decrease the danger of accident to the workmen; better store lighting to increase the effectiveness of merchandise display.

An industrial lighting exhibit will be opened in Vancouver at an early

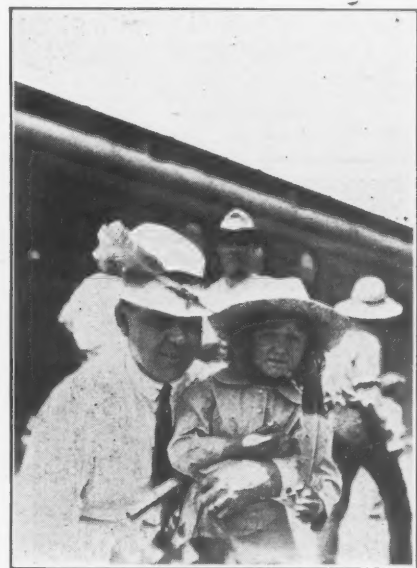
date and steps will be taken to promote this branch of the business both among the trade and among the various local industries.

In the spring months it is proposed to exhibit an Electrical Home which will educate the public to the increased use of electrical appliances and modern methods of illumination and to the necessity for stipulating increased convenience outlets in their wiring specifications.

The Superior Lite Company, Cleveland, Ohio, has been incorporated with a capital of \$25,000 to deal in electrical fixtures and supplies. Incorporators are Joseph Rapport, Minnie Rapport, Max Rapport, Sol Rapport and M. Ginsburg.

Fred H. Scarborough, of Philadelphia, who represents the Electrical Sales Company, the Ramey Manufacturing Company, the E. H. Freeman Electric Company and Trenton Porcelain Company, has announced the removal of his office to 810 Heed Building, 1215 Filbert Street.

Herbert S. Evans, who has been connected with the General Electric Company for the past twenty years, the last ten of which he served in an executive capacity in the company's foreign department, is now associated with the "Bleh" Company of 105-109 Hudson Street, New York City, of which he has just been elected president. Mr. Evans has enjoyed long contact with domestic and foreign merchandising methods, and has an intimate knowledge of conditions acquired during his many trips to foreign countries. "One of the several activities of the 'Bleh' Company, and at present its most important," explains Mr. Evans, "is that of acting as commercial adviser to American manufacturers who are in need of assistance in laying out plans for merchandising their products, whether their desire is to carry on sales activities here in the United States or to sell in foreign countries."

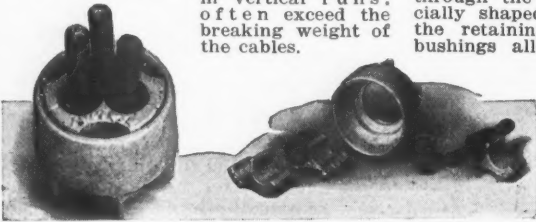


This is the way the young ladies of the State of Nebraska entertain the members of the Omaha Trade Tour who visit their towns. The hostess, being modest, refused to have her name published, but the gentleman stated that he was A. J. Cole, vice-president and general manager of the McGraw Company, electrical jobbers, Omaha, Neb., and the newly elected president of the Westinghouse Agent-Jobbers' Association.

Cable Support for Vertical Runs

Electrical Merchandising, December, 1921

The Russell & Stoll Company, 17 Vandewater Street, New York City, has designed a new cable support, to meet the requirements of high buildings where the lighting and power cable weights, in vertical runs, often exceed the breaking weight of the cables.



The new support consists of a malleable-iron collar, the outside diameter of which is not larger than a standard conduit bushing. This collar is screwed onto the upper end of the conduit riser in which the cables are to be supported. After the cables are drawn through, fiber-tapered bushings, with interior surfaces threaded, are fitted snugly over the cables at the point where they pass through the cable support. Then specially shaped wedges are dropped into the retaining collar and the tapered bushings allowed to settle into corresponding tapered holes in these wedges. The result is that the weight of the cable tightens the grip of the fiber bushings which carry the weight of the suspended cable within the iron retaining collar.

Safety Switch

Electrical Merchandising, December, 1921

An externally operated safety switch, made in both service entrance and industrial control types, has been placed on the market by S. Schmukler & Son, Second and Bainbridge Streets, Philadelphia, Pa. The switch is made for plug and cartridge fuses, and can be locked in the "off" position, and provision is also made for locking and sealing the cover closed. The boxes are substantially made from No. 16 U. S. gage steel. The cover of these boxes is stamped into a half-circle shape, the standard finishing being black baked japan. The service entrance type is for Edison fuses, 30 amp., 125 volts; the industrial control type is for N. E. C. S. fuses, single-throw, 30 amp., 250 volts.

Sectional Switch Box

Electrical Merchandising, December, 1921

The sectional switch boxes for rigid or flexible conduit and loom, offered by the Michigan Stamping Company, Detroit, Mich., can be used as a single unit or readily assembled into a gang of two or more boxes. They can be assembled without the annoyance of screws, and all parts are interchangeable.

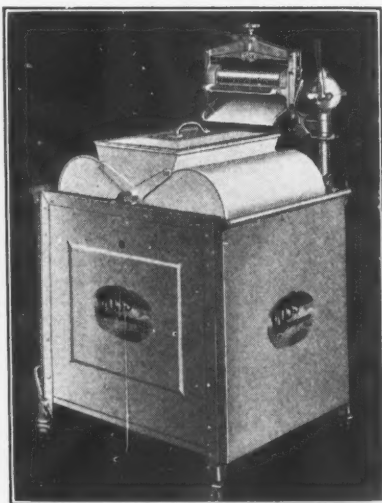
Some of the features claimed for the boxes are: Steel construction; detachable sides, which are held in position by an ingenious formation of the box and snapped in place by the pressure of the hand; and the ease of ganging, since two or more boxes may be assembled in a gang by removing the adjacent sides, bringing the open ends together, and snapping the bodies together by a slight pressure.

Another feature is the arrangement for mounting the box. It comprises two steel sliding, adjustable reversible clips. Without removing the clips from their double parallel guide slots, they can be moved from a position in line with the edge of the box to a position $\frac{1}{2}$ in. below its surface edge, when by reversing the clips there is a further increase in the range of adjustment. This is said to be advantageous in baseboard and marble work, plastered or unplastered walls.

Hot Plate

Electrical Merchandising, December, 1921

The Rogers Electric Laboratories Company, 2015 East Sixty-Fifth St., Cleveland, Ohio, has placed on the market a hot plate of attractive appearance which fries, boils, cooks and heats. The device is heavily built, of rugged construction, with the cross-bars which support the cooking utensils made extra-strong.



Cabinet-Type Clothes Washer

Electrical Merchandising, December, 1921

A cabinet-type electric clothes washer, with all working parts inclosed in heavy sheet steel panels, and known as "Voss Sea Wave Washer Model B," is the newest washing machine brought out by the Voss Brothers Manufacturing Company, Davenport, Iowa.

The inner tub has a capacity of six sheets and is of copper. Its motion is oscillating, producing a figure 8 movement of the water. It is about 37 in. high, 31 in. wide, and weighs 213 lb.

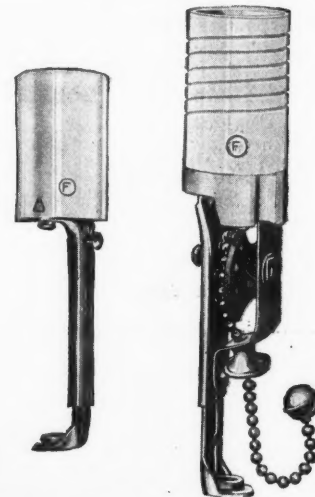
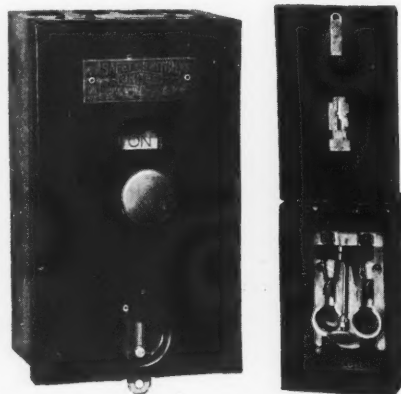
Other features are: A three-position wringer with safety release; $\frac{1}{2}$ -hp. motor for both currents; casters with locking device; belt drive with automatic belt tightener.

Adjustable Extension Candle Sockets

Electrical Merchandising, December, 1921

The E. H. Freeman Electric Company, 803 East State Street, Trenton, N. J., is offering an adjustable extension candle socket (No. 1214) which has an extension of 4 to 5 in. No. 1215 has an extension of 5 to 6 in. A pull chain adjustable candle socket (No. 1216 and 1217) is also being offered, the extensions of which are the same as in the keyless.

These devices are designed to insure perfect alignment no matter what the adjustment, and can be used in candle sockets of any length and cups of any depth. The screw holes hold the extension where placed, and it is not necessary to disconnect or twist wires while connecting.



Safety Switch

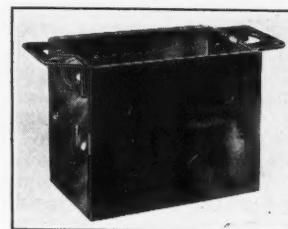
Electrical Merchandising, December, 1921

A new safety switch has been placed on the market by the United Metal Box Company, 514-516 West Forty-sixth Street, New York City, which is externally operated simply by manipulating a lever extending through the cover of the box. By opening the box door, the switch is automatically disconnected and parts exposed become dead. Another feature is that the switch cannot be thrown on without closing the cover of the box while an indicator shows whether the switch is "on" or "off." Provisions have been made for sealing or locking the box and switch.

Switch Box

Electrical Merchandising, December, 1921

The switch box offered by Windman-Goldsmith, Inc., 399 East Avenue, Perth Amboy, N. J., is designed to make it possible to install a box snugly, with no outside projections to get in the way. The sides can be removed simply by loosening the screws instead of removing them. The gaging clamp can be removed with the fingers and the gaging completed in a few seconds.



What's new on the market? These pages will tell you. ➡



"Daylight" Commercial Lighting Unit

Electrical Merchandising, December, 1921

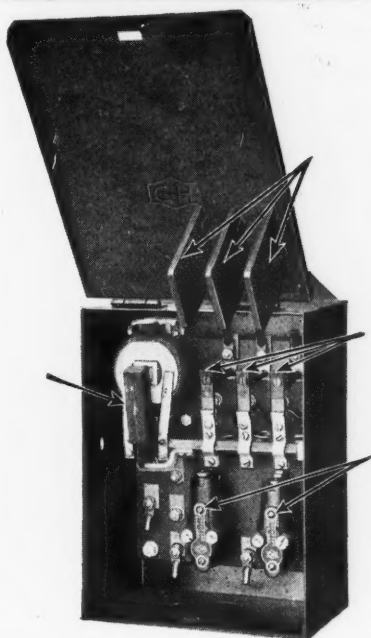
To meet the problem of adapting glass disks to industrial lighting equipment, the Benjamin Electric Manufacturing Company, Chicago, Ill., has developed its "Dalite" unit. These glass disks are attached by means of suitable holders to the regular 8, 9, 10 and 12-in. standard "Benjamin" porcelain enameled steel reflectors. The holders are hinged, to facilitate cleaning both sides of the glass disk.

Outlet Plates

Electrical Merchandising, December, 1921

The Eastern Electric Manufacturing Company, 210 Dorchester Avenue, South Boston, Mass., has placed on the market a line of outlet plates made from sheet steel. The plate, it is said, can be used for more than four cables, the manufacturer claiming that it is possible to enter eight cables neatly and quickly at one outlet.

When cables are run under floor timbers, considerable time and material is saved by entering outlet plates through 45-deg. ports. The "BX" clamps are made of 0.034-in. sheet steel and when tightened onto one or two cables, grip and bind the cables to withstand a pull of 200 lb., it is stated. Smoothly rounded front edges give protection against injury to the insulation of the conductors.



Automatic Starter with Mercury-Type Overload Relay

Electrical Merchandising, December, 1921

The new "C-H No. 9604" automatic starter for small alternating-current squirrel-cage motors, developed by the Cutler-Hammer Manufacturing Company of Milwaukee and New York, is of the three-pole contactor type arranged for use with a push-button station supplied with it.

The closing and opening of the circuit to the motor is governed by the push-button station, which may be installed at a point convenient for the operator. The new mercury overload relays are mounted below the contact fingers. The thermal element is in series with the motor circuit, and the mercury column is a part of the pilot circuit of the magnet switch coil.

These relays increase the application of motors of this widely-used type, because, while giving positive protection against burn-out troubles, they insure good starting torque by permitting generous starting current for several seconds. Fuse troubles are said to be eliminated; momentary overloads are allowed, but at the first sign of harmful overloading the motor is shut down.

Battery Clip

Electrical Merchandising, December, 1921

The Frank Rose Manufacturing Company, Hastings, Neb., is placing on the market a new battery connector, to be used for connecting batteries when on the charging bench. It is made of a special compounded metal, said to resist corrosion, and the insulated cable is cast into the body of the clip. The clip is designed to fit the various types of batteries now on the market. By pinching one end between the thumb and fingers the clip telescopes the post, and, when the pressure is released, makes a firm connection.

Renewable Fuse

Electrical Merchandising, December, 1921

The Cote Brothers Manufacturing Corporation, Tribune Building, Chicago, Ill., has perfected a renewable fuse of the Edison type for use on circuits of 125 volts with ratings from 3 to 30 amp.

The fuse consists of three parts, the body, the cap and the refill. Because of their heavy construction they cannot be harmed either by dropping or by the repeated blowing of the fuse element. The refill is a little cartridge, vented for the emission of the gases when the element vaporizes, and having the rating stamped on both ends so that it is always visible through the aperture. The refilling consists merely of dropping the cartridge into the cup-like body and screwing down the cap. When so assembled there are no live parts of the plug exposed.



Non-Screw Canopy

Electrical Merchandising, December, 1921

No screws are needed to set the new "Turntite" lighting fixture canopy—just a turn of the ring will do the trick. All the user has to do is to hold the canopy in place with the left-hand and turn the ring to the right until tight. The canopy itself does not turn; only the ring. The Service Electric Manufacturing & Supply Company, 101 Albany Street, Boston, Mass., is the manufacturer.

Flush Door Receptacle

Electrical Merchandising, December, 1921

A new type of flush door receptacle designed to combine the "invisible outlet" features with safety and ease in use, has been put on the market by Harvey Hubbell, Inc., Bridgeport, Conn. The flush plate contains double "in-folding" doors, through which a cap passes. The porcelain body, concealed behind these doors, is provided with narrow, beveled slots, set tandem. These slots are just large enough to admit the brass blades of the cap, which, passing through them, are engaged by two double springs of phosphor-bronze. The springs are set within concealed contact chambers, and cannot be reached from the outside except by way of these slots.

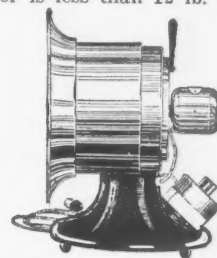
These receptacles are made with outlets for one or two caps. The receptacle body fits any standard outlet boxes.

Electric Room Heater

Electrical Merchandising, December, 1921

The Carmean Electric Company, 2806-2808 East Eighteenth Street, Kansas City, Mo., has placed on the market an electric motor-driven heater, model 10. The object of the apparatus is to provide an electrical heating device whereby the cold air is propelled through and over heat-generating coils by means of a motor-driven fan. The whole mechanism is entirely surrounded by a fool-proof metal case that keeps out the dirt and prevents bodily injury to persons.

The heater is controlled by a four-way switch, the first turn of which starts an electric fan only; the second turn gives low heat or 660 watts; the third turn, an additional 1,320 watts. The fourth turn cuts off the motor and all heating elements. The total weight of the heater is less than 12 lb.



Continued on third page following, for your convenience in clipping and filing. Each item will fit a 3 x 5 in. standard filing card

New Retail Electrical Stores

ARKANSAS

El Dorado (Union County)—El Dorado Battery & Electric Station, Elm and West Streets.

Pine Bluff (Jefferson County)—Pine Bluff Company, erecting new building on Main Street between Fifth and Sixth Avenues.

CALIFORNIA

Bellflower (Los Angeles County)—Stewart Electrical Company, 528 Somerset Avenue.

Chico (Butte County)—Good Housekeeping Electrical Shop, Third Street, near Salem, G. O. Rolfe, proprietor.

Colton (San Bernardino County)—Quality Electric Shop, 124 East I Street, R. T. Porter and H. B. Humeston.

Glendale (Los Angeles County)—J. A. Newton Electric Company, moved to Citizens Building, 154 South Brand Boulevard.

Inglewood (Los Angeles County)—F. A. Meyers and I. E. Bartlett, Market Street.

Los Angeles—King Electric Company, Forty-ninth and Western Avenues.

F. A. Clarke Company, Inc., new branch at Garland and Eighth Streets.

IDAHO

American Falls (Power County)—Electric Shop, Morby Bros., proprietors.

Coeur d'Alene (Kootenai County)—Jack Elgee, successor to Lewis Electric Company.

Nampa (Canyon County)—Bigger and Grove.

ILLINOIS

Belleville (St. Clair County)—St. Clair Electric Company, 608-10 West Main Street.

Christopher (Franklin County)—D. M. Dawson Furniture Company added line of labor-saving appliances.

Danville (Vermilion County)—City Electric Company.

Dixon (Lee County)—Lee County Electric Company, Walter Cromwell, proprietor, successor to Harvey Paschen.

Marion (Williamson County)—S. J. Chapman Company, 217 North Market Street.

Princeton (Bureau County)—Field & Davis Electric Shop.

Springfield (Sangamon County)—Hudson Electric Appliance Company, 406 South Sixth Street, Ridgley Hudson, proprietor.



Electrical men are always on the lookout for promising members of the rising generation, and J. H. Siegfried of Pasco, Wash., superintendent of power of the Pacific Power & Light Company, has two young hopefuls who promise to eclipse their father in mechanical ingenuity, and the practical working out of good ideas.

Joe Siegfried, Jr., ten years old, at the left, is the inventor of an electrical angle-worm extractor which consists of a magnet connected to two wires thrust into the ground. When Joe turns the crank all the angle worms between the two wires

hurry to the surface of the ground to escape the flow of electricity. Joe then has plenty of bait to go fishing. He has wound electric motors, built telephone lines and devised and built an electrically operated toy railway signal set.

The picture shows an aeroplane built by Joe and Bob Siegfried. The latter, who is eight years old, financed the construction, and is shown starting the propeller. This machine was built from the boys' own design and was laid out on paper before construction. The motive power is reported to be "leg-tricity."

INDIANA

Bloomfield (Greene County)—Miles & Miles, successors to Ivan F. Staloup.

Bloomington (Monroe County)—Hall Electric Company, 308 East Kirkwood Avenue.

Cromwell (Noble County)—Morris Miller, moved to N. J. Hursey Building, Jefferson Street.

Dunkirk (Jay County)—Hartford Electric Company.

Hobart (Lake County)—Service Electric Company, successor to Schreffer & Hollister.

Pierceton (Kosciusko County)—R. C. Lancaster.

Tipton (Tipton County)—Thomas & Reynolds, West Jefferson Street, successors to Chester Thomas.

IOWA

Adair (Adair County)—O. A. Canfield, Main Street.

Atlantic (Cass County)—L. P. Rose, successor to Ed Southwick.

DeWitt (Clinton County)—H. O. Crans-ton successor to J. J. Fitzgerald.

Waukon (Allamakee County)—Huey & Burroughs.

KANSAS

Anthony (Harper County)—George Stewart, Harold Building, North Jennings Street.

Caldwell (Sumner County)—M. Chaffin.

Great Bend (Barton County)—C. E. Munn.

Herington (Dickinson County)—W. S. McCoy and C. LaNaer, successors to F. H. Clarke.

Hutchinson (Reno County)—C. J. Fowler and Lloyd C. Deitz, successors to Wright Electric Company.

Larned (Pawnee County)—Union Electric Store, C. L. Brown, proprietor.

KENTUCKY

Bagdad (Shelby County)—Bagdad Electric Company, R. L. Harmon.

London (Laurel County)—London Electric Company, W. H. Mayfield.

Whitesburg (Letcher County)—W. S. Hunton.

R. A. Huffman.

MAINE

Bangor (Penobscot County)—Herman White, 47 Main Street.

MASSACHUSETTS

Boston—Voye Electric Supply Company, 45 High Street, Edward J. Voye.

Haverhill (Essex County)—John D. Osgood, Inc., John D. Osgood, president and treasurer, 10 Falmouth Street.

Holyoke (Hampden County)—P. J. Duffy, moved to 5 Corser Street.

Malden (Middlesex County)—Joseph Hoffman, 380 Main Street.

Williamstown (Berkshire County)—Mayhew Electric Store, successor to Mayhew & Seymour.

MICHIGAN

Albion (Calhoun County)—Albion Electric Company, South Superior Street, successor to Main Electric Company.

Allegan (Allegan County)—M. R. Vos.

Alma (Gratiot County)—F. E. Coryel, successor to Barker-Fowler Electric Company.

Detroit—N. Y. Electric Fixtures Company, 308 Hastings Street.

Harper Electric Store, 8625 Harper Avenue.

Saginaw (Saginaw County)—Gratiot Electric Company, Gratiot Avenue and Harrison Street, Ruthmeier & Fisher, proprietors.

Saginaw Lighting Company, moved to 623 Genesee Street, William Gregory, proprietor.

MINNESOTA

Hallock (Kittson County)—Hallock Auto Company, successor to Hallock Electric Store.

MISSOURI

Cape Girardeau (Cape Girardeau County)—H. E. Carson, Liberty National Life Building.

Harrisonville (Cass County)—H. C. Electrical Company, H. C. Woolsey, manager.

Kansas City—Perry & Wiard Electric Company, 104 South Askew Street, M. V. Perry and L. D. Wiard.

Apex Electrical Distributing Company, new building at 1405 Walnut Street.

Kennett (Dunklin County)—L. F. Smith and Lawrence Stokes.

Monett (Barry County)—Miller Electric Company, 106 Fourth Street.

St. Louis—Electrical Housekeeping Shop, Inc., 4217 Olive Street, Messers. Gaylon, Holman and Myers, proprietors.

NEW JERSEY

Asbury Park (Monmouth County)—E. E. Newman, moved to Silverstein Building, 904 D Street, from Belmar, N. J.

Bayonne (Hudson County)—Globe Electric Company, 707 Broadway.

Bridgeton (York County)—Green & Walters, successors to G. R. Green.

NEW YORK

Binghamton (Broome County)—A. Reiter, 402 Chenango Street.

Radiant Electrical Company, 32 Henry Street.

Good Housekeeping Shop, Inc., 713 South Broadway.

Orland (Glenn County)—J. E. Electrical Shop, M. K. Rubenstein, proprietor.

Pasadena (Los Angeles County)—Earl Sanders, 68 North Fair Oaks Avenue.

Mathes Electric Company, 88 North Fair Oaks Avenue.

San Francisco—Jerome Sameth, 718 Mission Street, successor to Secord and Stusser.

Thompson & Dryer, 543 Van Ness Avenue, successor to W. R. Lazedere.

H. R. Lee, 412 Ellis Street successor to F. P. Gray.

COLORADO

Brush (Morgan County)—General Electric Supply Company, William Dowlen, proprietor, successor to Brush Light & Power Company.

Fort Lupton (Weld County)—Allen Electric Appliance Company, care Dr. Edwin Lewis, S. L. Camenga, incorporator.

CONNECTICUT

Waterbury (New Haven County)—The Electric Shop, Inc., J. and J. F. McNellis, 22 Clinton Street, and J. B. Dougherty, Middlebury Road.

Brooklyn—Henrietta Lamp Shade Shop, corner Smith & Livingston Streets.
Emerson-Waldman Electric Company, 1017 Church Avenue.
D. Herman & Son, 113 Ditmas Avenue.

Buffalo—M. D. White, moved to 11 Pauline Street.

Cortland (Cortland County)—Charles Sheridan, 58 Elm Street.
House of Specialties, H. Emmett Phelps, proprietor, 5 Tompkins Street.
Joseph Twentyman, 4 Otter Creek Place.
H. A. Eder, 10 Fifth Avenue.
McAllister & Champion, 97 Groton Avenue.

Gloversville (Fulton County)—Domestic Electric Appliance Company, 83 North Main Street, Messrs. Mason, Wren and Matteson, proprietors.

Groton (Tompkins County)—Airdry Corporation, formerly Electrical Services, Inc.

New York City—Louis D. and N. Waxberg, new building at 42-46 Ludlow Street.
S. Greenberg, 4027 Broadway.

Strauss & Premo, opened branch at 9 West Twenty-ninth Street.
Electric Wiring & Insulation Company, 11 West Twenty-ninth Street.

Niagara Falls (Niagara County)—Kyle & Hall, 1219 Main Street.

Sidney (Delaware County)—Charles Armondi, Cartwright Avenue.

Syracuse—Allan J. Baker, 319 Montgomery Street.

Smith-Cavanaugh Company, 227 East Genesee Street.

Superior Electric Company, 242 West Jefferson Street.

Newman & Keller, 144 Hood Street.

NORTH DAKOTA

Fargo (Cass County)—Farm Light & Equipment Company, 407 North P Avenue, successor to P. W. Miller Company.

OHIO

Cincinnati—Denver Electric Company, new quarters at 418 Main Street, G. Winkler, president.

Cleveland—Cuyahoga County Electric Company, 5126 Woodland Avenue, successor to Electric Construction & Supply Company.

University Electric Company, moved to East 102d Street, Euclid Market Building.

Northwestern Electric Company, East 105th Street and Hathaway Avenue.

Martin Parnes, 1823 West Twenty-fifth Street, successor to M. Weinberger. Mr. Parnes is also in business at 5613 Broadway.

The Rogers-Thor Electric Company, moved to 31-33 Colonial Arcade, Euclid Avenue.

Are-Am-Bee Electric Company, 10308 Euclid Avenue, R. M. Buettner, proprietor.



There are associations that meet, get good ideas, and carry those ideas out to a glorious finish—like a "Home Electric." And then there are associations that just meet. The Electrical Co-operative League that flourishes in Denver is very much in the first class and here's one of their chief sources of energy: T. O. Kennedy, chairman of the advisory committee.

Columbus—A. E. Donahey, 2487 Cleveland Avenue.

G. H. Murray, 701 East Long Street.
Koehler Electric Company, 21 East Rich Street.

Huntsburg (Geauga County)—R. J. Wagers.

Lima (Allen County)—Buckeye Electric Company, A. E. Henry.

Marietta (Washington County)—The Union Hardware Company, successor to F. E. Wilson.

Seville (Medina County)—Carmack Brothers, moved here from Barberton, Ohio.

Springfield (Clark County)—United Appliance Company, moved to 123 East High Street.

Toledo—Gillett-Biddell Company.

West Unity (Williams County)—The Unity Electric Company, Frank M. Couborn, incorporator.

OKLAHOMA

Healdton (Carter County)—M. Skidmore and Guy Gardner.

Jennings (Pawnee County)—Gate Electric Light and Power Company, will open branch here.

OREGON

Portland—C. P. Scott & Company. Attorneys Carey & Kerr, 1410 Yeon Building.
W. S. Flemming, 292 Washington Street.

PENNSYLVANIA

Barnesboro (Cambria County)—C. A. Grumbling.

Scranton (Lackawanna County)—J. C. Edwards, 519 Linden Street, successor to Egan & Edwards.

Tremont (Schuylkill County)—Lorenz & Lehmler.

TENNESSEE

Knoxville (Knox County)—S. W. Radio Company, 422 Gay Street.

Electric Service Stores, Inc., moved to Gay Street Viaduct.

Memphis (Shelby County)—Shelby Electric Company, A. J. Calhoun, 449 Garland Street.

TEXAS

Electra (Wichita County)—R. E. McCaskill and B. Morris.

El Paso (El Paso County)—Westinghouse Electric Company, Five Points.

WEST VIRGINIA

Charleston—West Side Electric Company, C. S. Munro and R. E. Perry, successors to W. J. Howie.

WASHINGTON

Pullman (Whitman County)—W. E. Baird, Alder Street.

Seattle—Stanley G. Hatto, 5910 Phinney Avenue.

Walla Walla—A. W. Morey and A. H. Cash, successors to Electric Equipment Company.

WISCONSIN

Brandon (Fond du Lac County)—A. F. Trotts, Schoeffler Block, Commercial Street.

Fond du Lac—A. C. Browning.

Hilbert (Calumet County)—Louis Siegrist.

Hortonville (Outagamie County)—F. S. Truax.

Kenosha—Harris Electrical Department added to Bain Hardware Company, 161 Main Street.

Madison (Dane County)—Schaub-Bradford Electrical Company, successor to A. H. Schaub.

Marathon—L. F. Tanck.

Shawano—Ed Churney, Popp Building.



We have never made any exhaustive study of that branch of Art which treats of the photographing of groups of public diners. Brief contact with the gentlemen who see through a lens as but darkly, however, leads us to believe that there are two schools of technique. In the first are found the advocates of shootin'-em-before-

the-soup, while the second school embraces the virtues of feedin'-em-first. In the first class you find the men who dote on the immaculate array of glass and silver which marks a banquet in its early stages. Yet we feel that there are marked advantages to be obtained by waiting until the good food and drink have done their job of

geniality generation, before triggering the flashlight pistol. In this picture of the recent sales convention dinner of Stroud-Michael and Apex sales managers at the Hollenden Hotel, Cleveland, you can see for yourself what excellent results are obtainable. Undoubtedly the speeches that followed went over big.



General-Utility Small Transformers

Electrical Merchandising, December, 1921

A new line of blue porcelain-clad utility transformers for operating toy motors, miniature lamps, bells, annunciators, and so on, is being offered by the Standard Transformer Company, Warren, Ohio. A special effort has been made to obtain an attractive design, as befitting a device which would be used in the home, but the device is also of rugged construction to withstand hard usage.

In addition to operating various electrical devices, these transformers are intended for testing service in the automotive and electrical repair fields.

They are rated at 50 and 100 watts, 6, 10, 14, 18 and 22 volts.

Light-Weight Electric Drill

Electrical Merchandising, December, 1921

The Black & Decker Manufacturing Company, Baltimore, Md., has announced a new light-weight quarter-inch portable electric drill, designed for use in metal or wood. This drill, the manufacturer states, has an aluminum alloy housing and weighs only 5 lb. A double reduction gearing gives a no load speed of 1600 r.p.m. Stub tooth gears cut from chrome nickel steel are used, running in grease in a grease-tight gear box. Bearings are removable and renewable and the drill is equipped with a "pistol grip and trigger switch," with the switch mechanism arranged in the "grip," which makes the device adaptable for close corner work. As the illustration shows, the drill spindle is arranged in such a manner as to make it possible to drill within about an inch of any obstruction. A light-weight rubber-covered cable is supplied and a clamp is provided in "the pistol grip," so that strains on the cable will not pull the terminals loose from the switch. Cable conductors are attached to the switch block by means of screw terminals, making it possible to renew the cable without soldering.



Stamped Candle Stem Extension

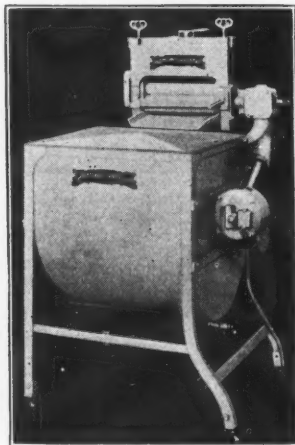
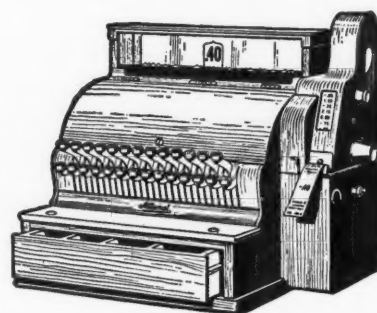
Electrical Merchandising, December, 1921

A 3-in. candle stem extension has been placed on the market by the B. & L. Metal Stamping Company, Inc., 159 Jamaica Avenue, Brooklyn, N. Y. To insure accuracy, the body is curved to slightly less than half of a circle and the 1/4-in. x 1/4-in. pipe threads are cut in the drawn ends of the bright steel piece. The trade name is "Belmet."

Cash Register That Issues Receipts

Electrical Merchandising, December, 1921

The newest cash register made by the National Cash Register Company, Dayton, Ohio, called the "Class 1,100," issues a printed receipt with every purchase registered. This receipt shows the merchant's name and address, the amount and number of the transaction and the date. The new register is built in several different models, adapted for particular lines of business.



Cylinder-Type Clothes Washer

Electrical Merchandising, December, 1921

The "James" clothes washer, made by the James Washing Machine Company, Detroit, Mich., has a capacity of eight sheets, is of all-metal construction, and operates on the revolving cylinder principle. This cylinder has a washboard diaphragm, to give the clothes a "rubbing" action, the revolving of the cylinder lifting the clothes out of the water, sliding them across the washboard diaphragm, immersing them again and repeating the operation over and over.

It is equipped with a "G-E" motor, complete with wringer, and is finished in pearl gray.

Resistance Heating Element

Electrical Merchandising, December, 1921

A new resistance material of the carbon-chromium-silicon series has been placed on the market by the Alloy Metal Wire Company, 154 Nassau Street, New York City. It is said that this material possesses the highly desired properties of being non-scaling and non-rusting. Specimens of it have been subjected to atmospheric corrosion for years without showing surface deterioration, it is claimed. Moreover, it has remarkable heat-resisting properties. There seems to be no tendency to form a scale of any thickness upon the surface of the material when subjected to heat, the manufacturer explains.

It has a specific resistance of 655 ohms a circular mil foot. The rust-resisting, acid-resisting properties of the alloy are of particular importance in domestic appliance work, as the elements left exposed in the atmosphere while not being used will not deteriorate.

Burglar Alarm Lock

Electrical Merchandising, December, 1921

The Midnight Alarm System, 6411 Mack Avenue, Detroit, Mich., has developed a control switch and lock for burglar alarm installations, for mounting on the front door of a store. It indicates the condition of the circuit at all times as well as sounding the alarm when a hole is drilled in the aluminum casting, or when an attempt is made to remove the casting at the screws. It is intended for either open or closed circuit work or closed balanced or unbalanced circuits. The lock and alarming device are held in position by a hot-poured compound. Imbedded in the compound is a figure 8 winding and spring contact. The device is equipped with a lock of the tumbler type of standard make, thus making the application of skeleton keys extremely difficult in opening the lock. A dial above the keyhole indicates the condition of the lock, and is provided with day and night sections.

Battery and Jar Gripper

Electrical Merchandising, December, 1921

The Service Station Supply Company, 30-32 East Larned Street, Detroit, Mich., is offering an equipment for holding battery and jar and making pulling elements easy, known as the "Hyrate" battery and jar gripper. The removal of an element from a battery jar almost invariably requires considerable force, owing to the expansion or buckling of the plates. Even when the jar is so cemented to the battery case that the element may be taken out without removing the jar, with the new gripper it is said to be easy to hold the battery, while pulling out the element, and also to hold a jar when it has been removed from the case.

The gripper can be adjusted to fit any size of battery and is made of steel.



File these items on 3 x 5 in. cards every month, to keep your stock index up to date.



Merry Christmas
and a
Happy New Year



THE General Electric Company takes this opportunity to express to its Electrical Contractor-Dealer customers hearty appreciation of their cooperation during the past year.

For 1922, with prospects of steadily improving conditions, the G-E sales organization looks forward confidently to a continuance of this united effort toward greater business for the electrical industry through a greater public use and appreciation of electricity and through the friendly cooperation of every branch of the industry.

95-471

General Electric
Company

General Office
Schenectady, N.Y.

Sales Offices in
all large cities

D & W FUSES




Built to Serve

The manufacture of D & W Standard and Renewable Fuses is, no "hit or miss" process. The use of jigs, templates and gauges reduces the variable element to a minimum and secures perfect alignment, reliability and exact uniformity.

Pioneers in fuse manufacture, D & W engineers have the advantage of long experience. In developing several types of fuse links they have given up any attempt to make one fuse do several jobs, but have built each fuse for the particular service condition under which it is to operate.

D & W Renewable Fuses for lines where the percentage of blow-outs is high and D & W Standard Fuses for the ordinary installation, form a hard-to-beat combination.

*Descriptive matter or samples will be
sent on request*

Fuse  **Works**
of General Electric Company
Providence R.I.

DWF-37



This illustration and the message "Entertain with the Aid of Right Lighting" will reach nearly every electrically lighted home in America through the Saturday Evening Post of December 17th. Make it help YOU to sell better lighting.

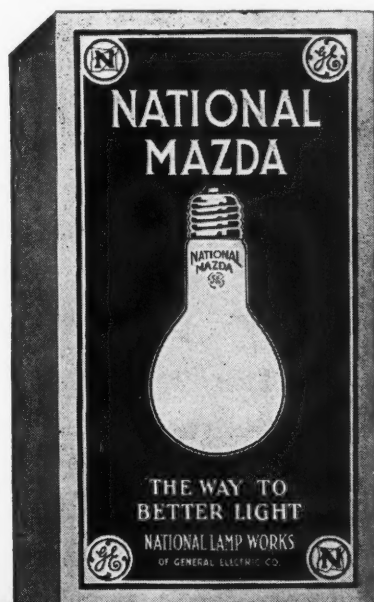
Cash in on Past Effort But Build for New Sales

Have you ever considered to what extent your holiday trade in things electrical is due to your past development of the *lighting business*?

Or putting it another way—what a small business in other lines you would have if you and others had not first developed *lighting*?

As a staple of the electrical business—as a profit maker—as a means of attracting other trade—the home lighting field deserves your most careful consideration. Right now the entertainment appeal is timely—the need for outlets becomes apparent—new lamps for Christmas tree outfits are required. There is also a ready market for gift lamps.

The Sales Division that supplies your National MAZDA lamps will gladly co-operate with you to help you sell more *now* during the holiday season. At your request they will recommend plans for broadening and stabilizing your business to make tomorrow's profits greater. Among other things don't forget MAZDA Christmas tree lamps as timely sales producers. National Lamp Works of General Electric Company, Nela Park, Cleveland, Ohio.



Each of these labels represents a Sales Division equipped to give a complete lighting service

NATIONAL MAZDA LAMPS



Read this letter



The United Electric Supply Company

Marion, Ohio, Oct. 11, 1921

This store is the outgrowth of a business started ten years ago on a capital of \$560.00 and as the result of religiously sticking to our slogan "Service to our Customers," we grew until we had to enlarge our quarters to the present size.

Another reason for our success has been that we are firm believers in keeping step with new electrical developments and when the Duplexalite and the company's policy was brought to our attention, we saw its possibilities. We were attracted by the way it came to us, packed complete, ready to install, in a small carton. The fact that you had distributors who carried a large stock also attracted us because it limited us to a very small investment and because of the many places where it successfully serves, the turnover was fast, giving us a splendid profit on the amount invested so that now we consider it the most profitable fixture we handle.

We do not sell a bill of fixtures to a house without including at least one Duplexalite. We have

installed over five hundred of them in Marion, Ohio, and only recently we made an installation in *President Harding's Marion Home*.

You no doubt are interested to know how we have sold them. As we had no booth or facilities for properly displaying the good lighting result obtained, we hit upon the plan of putting them in the homes on trial and we were astounded when we checked up and found that the average comebacks were one in ten installed, also that in many cases the customer who bought the one would return and buy more.

We made one trial installation that resulted in the replacement of four other fixtures in the same house and when this party built two houses with ten rooms each, he installed in every room a Duplexalite. It makes the most satisfactory kitchen light we have ever handled.

THE UNITED ELECTRIC SUPPLY CO.

C. W. Graf

GENERAL MANAGER

DUPLEX LIGHTING WORKS

Of General Electric Co.

6 West 48th Street, New York City

Duplex-a-lite

"The light to live with"

Others are making profits on this idea—

are you?

The man who is quick to adopt the ideas which others have proved profitable is the man who makes money.

Have you adopted the idea of pushing colored window-lighting?

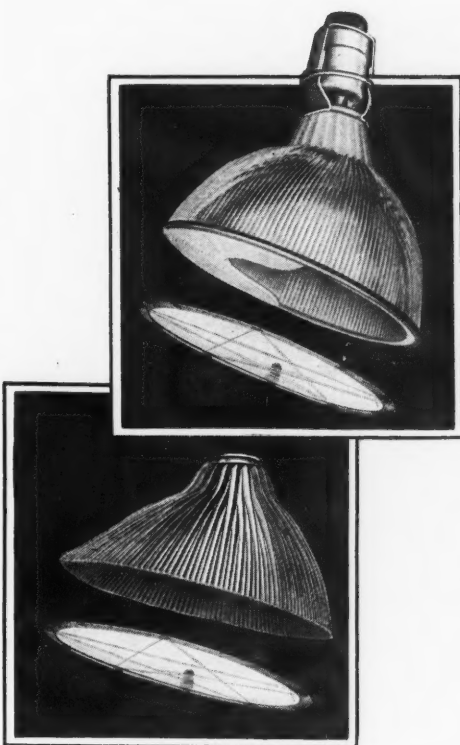
Hundreds of contractor-dealers have proved it is a big idea.

The present situation is ideal for selling this kind of equipment. Retail business has been good, as is proved by government figures. And competition among retailers is keen. The store-keeper has been making money and is trying to keep ahead of his competitor.

Show him the advantages of making his windows distinctive, of lighting them so they are red one night, green the next, and so on.

Sell him a Holophane window-lighting equipment with the necessary color screens. Then go on to sell him better lighting thruout his store.

Write us or any of our distributors for details about Holophane's colored window lighting.



Holophane units 922 and 983 with color screens



Distributors

Atlanta, Ga., Fulton Electric Co.
Baltimore, Md., Southern Electric Co.
Birmingham, Ala., Matthews Electric Co.
Boston, Mass., Wetmore-Savage Co.
Charlotte, N. C., Carolina States Electric Co.
Chicago, Ill., Electric Development & Equipment Co.
Cleveland, Ohio, Erner Electric Co.
Columbus, Ohio, Avery & Loeb Electric Co.
Dallas, Texas, Southwest General Electric Co.
Milwaukee, Wis., Julius Andrae & Sons Co.
New Haven, Conn., Hessel & Hoppen Co.
New Orleans, La., The Gulf States Electric Co., Inc.
New York City, N. Y., Alpha Electric Co.
New York City, N. Y., E. B. Latham & Co.
Philadelphia, Pa., Rumsey Electric Co.
St. Louis, Mo., Wesco Supply Co.
San Francisco, Cal., Pacific States Electric Co.

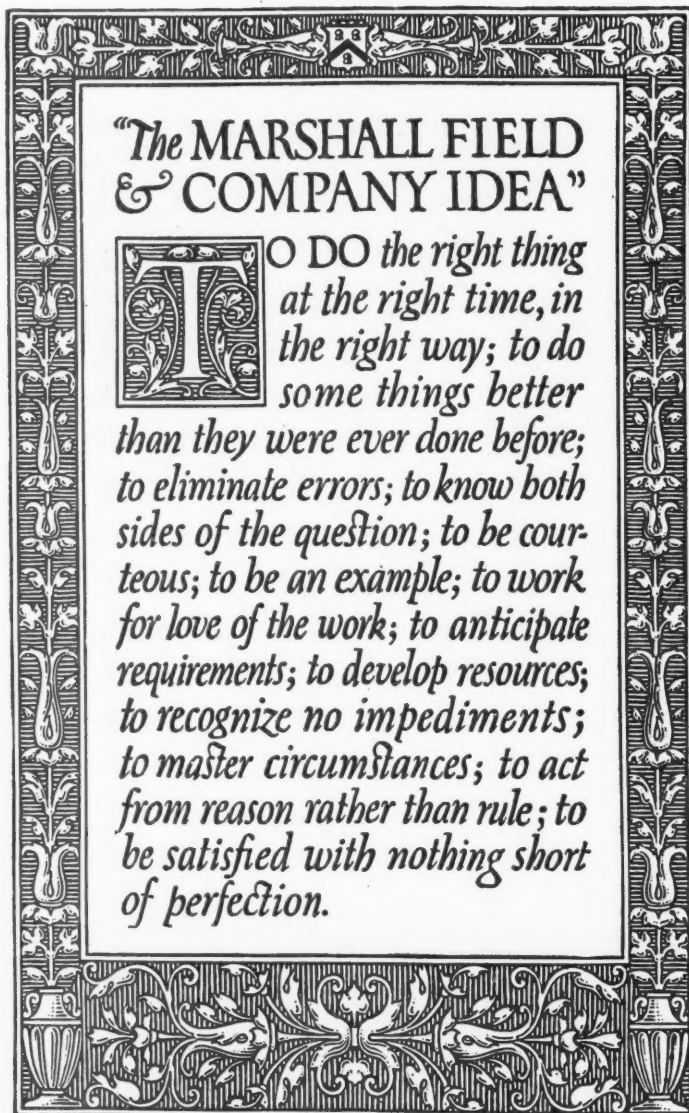
Holophane Glass Company
Dept. L-17, 342 Madison Ave., New York City
Works: Newark, Ohio

"Building FIELD Quality Merchandise"

WITH THE HELP OF

DEJONGE ART MAT

A Distinctive Coated Paper



MARSHALL FIELD & COMPANY'S CREED

Reproduced by courtesy from their book on which was used a carload of DEJONGE Art Mat Paper

INTERPRETING the spirit as well as the letter of this creed, MARSHALL FIELD & COMPANY's printer selected DEJONGE Art Mat, a distinctive coated paper, for "Building FIELD Quality Merchandise." This is a fine illustration of the correct selection of paper with which a splendid specimen of printing and advertising was achieved.

Write us for samples of DEJONGE Art Mat paper



LOUIS DEJONGE & CO.

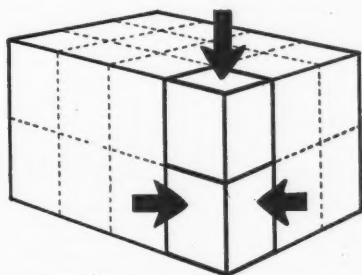
69-73 Duane Street New York City



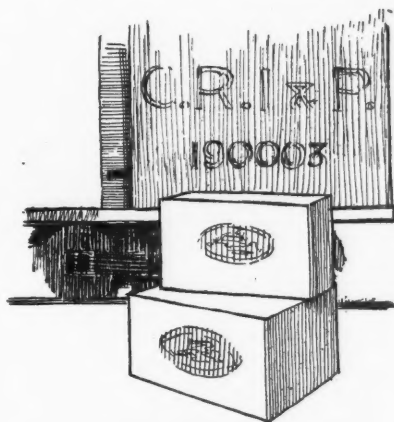
Why leading electrical manufacturers are using them



STRENGTH—The jolts and jars of fast modern transportation demand a wide margin of strength and safety. In tensile strength, bending qualities, and ability to resist puncture, Gair cases set standards of their own.



CORRECT DESIGN—Gair cases must fit their contents exactly, without leaving space for dangerous sidethrust. By changing the shape of a case, it is often possible to save waste which amounts to 15 or 30% of the cost of stock.



ADVERTISING VALUE—Gair cases are so designed as to allow maximum surface space for advertising display. With the manufacturer's name and message printed in two or three colors, such cases have real advertising value and win new prestige for your products wherever they go.

The efficiency of Gair shipping cases is built on three vital essentials

SHIPPING costs have come to assume a new importance to American manufacturers. More economical packing and shipping methods must be found.

Leading electrical merchandisers everywhere are fast realizing the advantages of Corrugated fibre and Solid fibre shipping cases over the old wooden ones. Rigid and compact, inexpensive and easily handled, the fibre case has reduced shipping losses and cut packing costs by thousands of dollars.

There are three vital essentials with every fibre case—whether Corrugated or Solid fibre—essentials which many manufacturers disregard. How well do *your* cases measure up?

Shipments of electrical goods require special protection against rough handling received in transit. Gair cases, correctly designed and strong enough to meet every test of present day shipping conditions, afford adequate protection for even the most fragile electrical devices. And their high grade stock insures a smooth uniform surface which, with effective printing in colored inks, means real advertising value.

With six great mills located at strategic points to serve manufacturers in widely separated territories, the Gair system is the largest of its kind in the world.

All our resources—unrivalled mechanical facilities, years of knowledge and experience, the skilled services of a staff of experts—are at your disposal. *Gair service covers every essential of modern package merchandising:* Folding boxes, Labels, Lithography, Corrugated and Solid fibre shipping cases.

ROBERT GAIR COMPANY

350 Madison Avenue, New York

CHICAGO PHILADELPHIA BOSTON BUFFALO

Member of  Container Club



So many things can happen in a home

that never happen in a laboratory. There are so many home conditions that no laboratory can duplicate—and the housewife uses her "tools" so differently from the trained experimenter.

That's why many a household device works perfectly under the manufacturer's tests—and in the hands of a demonstrator—but develops a "temperament" when it goes to work in the purchaser's home.

It's also the reason the Priscilla Proving Plant's unique service is of such inestimable value to the man selling household equipment. For our Plant is a thoroughly modern American home, and every product we test is used day after day by our Housekeepers in doing their regular work.

If it does Priscilla's work well it will do any woman's work equally well. And if it proves satisfactory in the Priscilla home we give the manufacturer the right to use the Priscilla Seal on his product.

This Seal is an unequalled sales argument and sales builder—for over 600,000 Priscillas* already trust it implicitly. And every woman is quick to appreciate the superiority of HOME TESTED over merely "tested" devices.

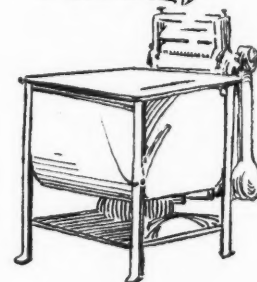
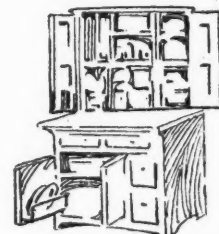
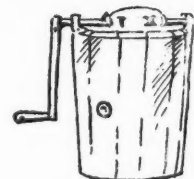
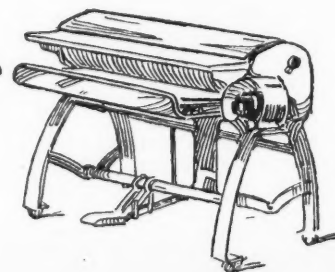
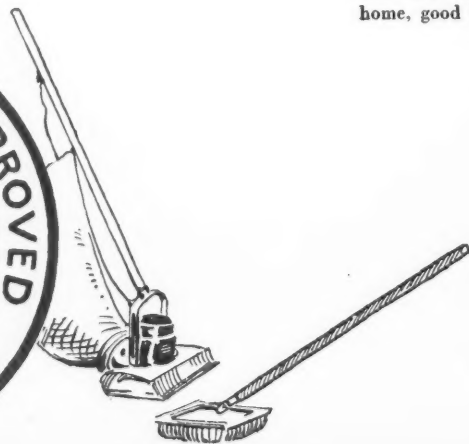
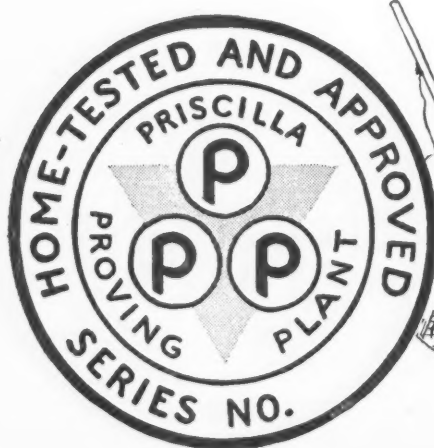
The Priscilla Proving Plant can help you sell household devices even to women unfamiliar with our work. Let us tell you how. Write our Boston office for full information regarding our unusual service.

Modern Priscilla

New York

BOSTON

Chicago



*PRISCILLA (fem. noun)
one who delights in her
home, good housekeeper.



CROMWELL

Waterproof Wrapping and Case Lining Paper

Anti-Rust and Anti-Tarnish

*Preserves the Finish
that You Create*

The secret of successful merchandising lies in creating proper impression.

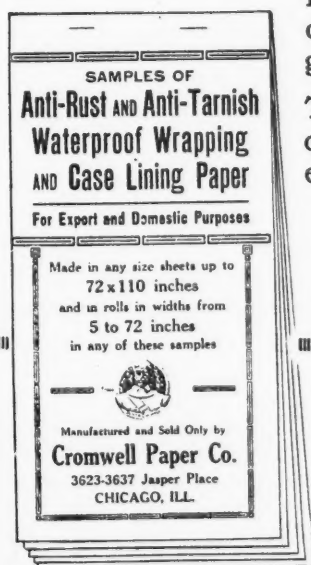
Appearance carries great weight.

Cromwell anti-rust and anti-tarnish waterproof wrapping paper enables the manufacturer of highly finished electrical appliances to preserve, regardless of atmospheric conditions, *all* of the original lustre and beauty of the product.

If your products are wrapped in Cromwell paper you can rest assured that the articles reach your dealers in perfect condition — and remain so — appreciate, please, the powerful selling argument this gives to manufacturer, jobber and dealer.

That's why many of the leading manufacturers of electrical appliances are now using our paper exclusively.

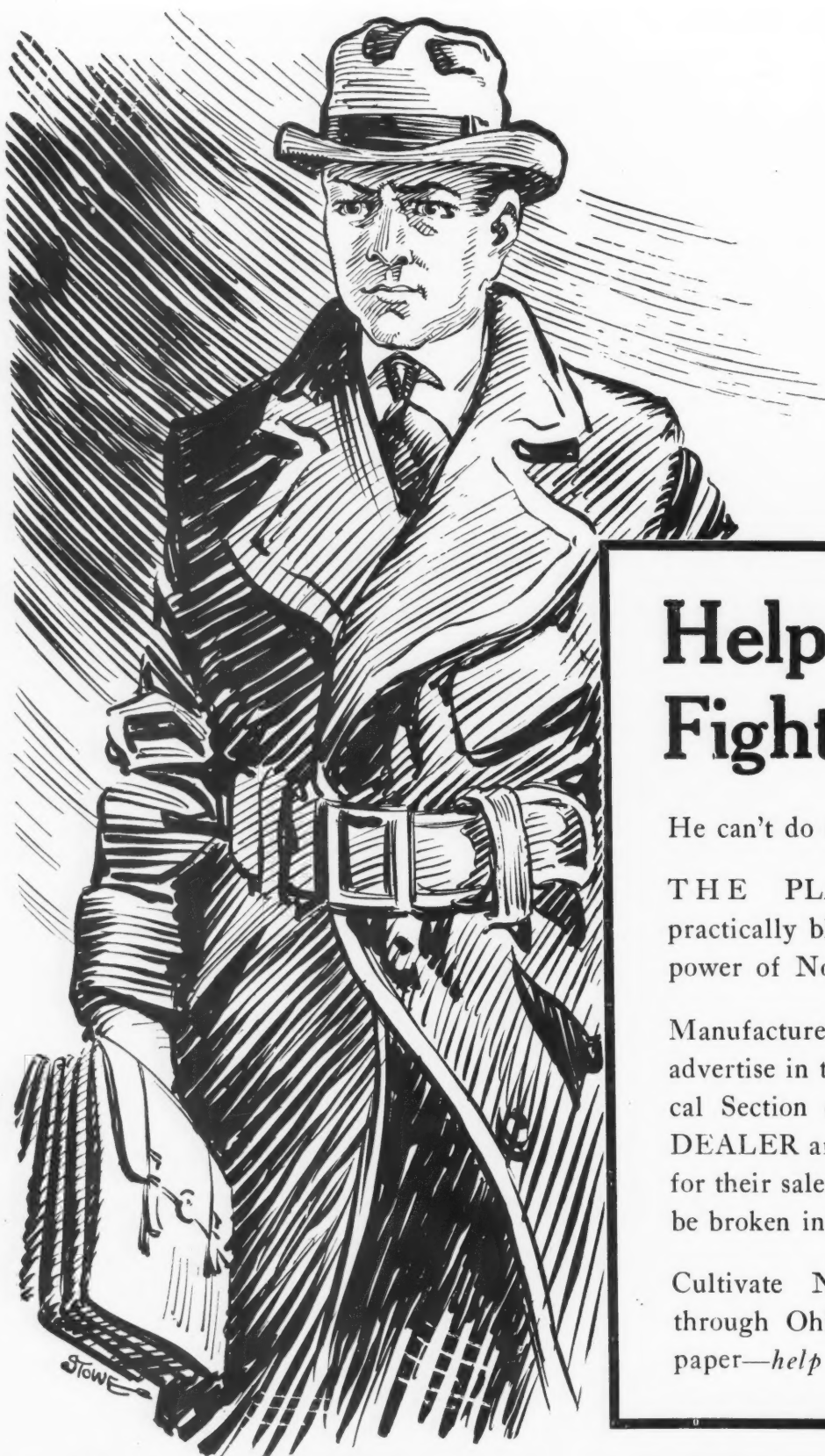
Send for a roll which if not entirely satisfactory may be returned at our expense. *Samples and prices on request.*



Manufactured Exclusively by

The Cromwell Paper Co.

Jasper Place, Chicago, Ill., U. S. A.



Help Him Fight—

He can't do it all!

THE PLAIN DEALER practically blankets the buying power of Northern Ohio—

Manufacturers and Jobbers who advertise in the weekly Electrical Section of THE PLAIN DEALER are breaking ground for their salesmen which cannot be broken in any other way.

Cultivate Northern Ohio through Ohio's greatest newspaper—*help him fight!*

The Plain Dealer

First Newspaper of Cleveland, Fifth City

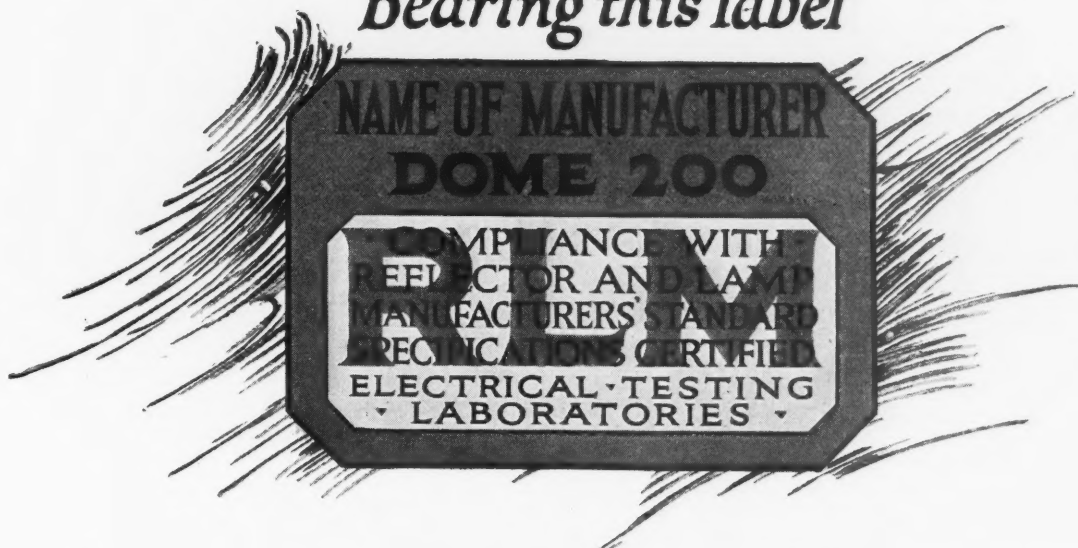
JOHN B. WOODWARD
810 Times Bldg., New York

WOODWARD & KELLEY
811 Security Bldg., Chicago



R·L·M REFLECTORS

*Porcelain Enameled Steel Reflectors
bearing this label*



are constructed to meet lighting performance and quality specifications upon which the best engineering talent of the lamp and reflector manufacturers has been expended. They are made by the leading manufacturers in this field and are tested under these specifications by

Electrical Testing Laboratories

In an endeavor to assure maximum serviceability the manufacturers themselves have specified requirements so severe that no little difficulty has been experienced in complying with them all. The Laboratories' label certificate is evidence of conformity with these specifications.

Electrical Testing Laboratories
80th Street and East End Avenue · New York ·

Even if you're blindfolded —it's safe!

The "Noark" Allsafe Safety Switch



FOR absolute safety a switch must be so constructed that it is impossible for even the careless operator or the man working in the dark to come in contact with any live parts.

The "Noark" is called Allsafe because it is that kind of switch.

It is operated by raising or lowering the handle outside the fuse cover.

Access to the fuses can be had only when they are dead.

Three lock-offs—triple safety

The Allsafe Switch can be locked in the "off" position by one, two or three padlocks. This assures complete protection to repairmen.

The switch is safe to inspect, too. By unlocking and opening the main cover, the inspector has access to the switch parts. But because these are at the back of the fuse base, he is safeguarded by the base itself acting as a barrier.

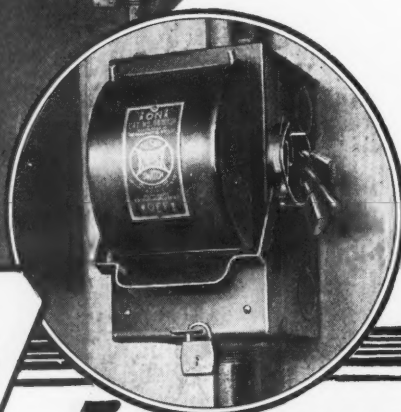
The Allsafe Switch is approved and listed by Underwriters' Laboratories, and labelled under their direction as a Class A Safety Switch.

Write for descriptive booklet.

JOHNS-MANVILLE, Inc.

Madison Avenue, at 41st Street, New York City
Branches in 60 Large Cities

For Canada: Canadian Johns-Manville Co., Ltd., Toronto



Each one of three men working on the circuit locks the box in the "off" position. The circuit cannot be closed until all three padlocks are removed.



Through
ASBESTOS
and its allied products

Electrical Materials
Brake Linings
Insulations
Roofings
Packings
Cements

Fire
Prevention
Products

JOHNS-MANVILLE ELECTRICAL MATERIALS

PUMPS

ELECTRIC DRIVE • GAS ENGINE DRIVE • HAND • WINDMILL • SPRAY • RAMS

Be sure the pump you sell is the pump your customer needs

"Pigs is Pigs"—but pumps are not just pumps. There are different kinds of pumps and there's a good reason for every type and every capacity.

Your customers don't have to know all these reasons. That would make buying a pump altogether too complicated. As a matter of fact, buying or selling a pump is very simple when you put it up to Pump Headquarters.

Our job, as manufacturers of pumps, goes further than just trying to sell a man a pump. It is to our interest—and yours—to find out what kind of a pump he should have, and then sell him that.

In our factories in Seneca Falls, we make over three thousand different kinds and sizes

of pumps, with the one idea of meeting every pumping requirement with a Goulds Pump.

One of your customers wants a hand pump, say. To fill his order intelligently, you must first know the exact conditions surrounding the installation. Goulds Pumps come in wide variety. There is probably just one pump, among them all, that exactly meets his individual requirements.

The advantage of representing a manufacturer who makes a *complete* line of pumps is this: You sell a pump that you *know will* do the work—

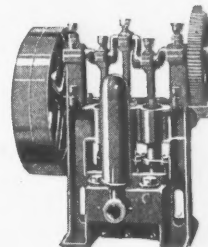


FIG. 1696
TRIPLEX
PLUNGER
PUMP

FIG. 1531
"PYRA-
MID"
POWER
PUMP

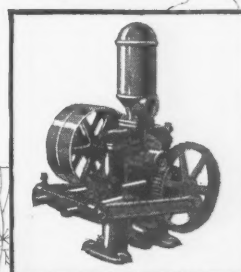
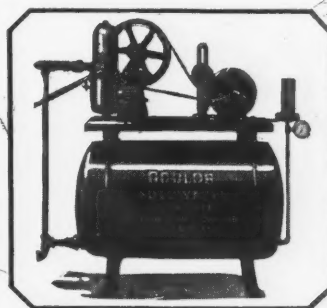


FIG. 1654
"STAR"
FORCE PUMP
STANDARD



AUTOWATER SYSTEM—
OUTFIT X

FIG. 1100
"POMONA" BARREL SPRAYER

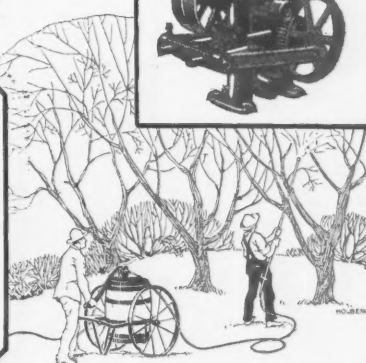


FIG. 1680
DEEP WELL
PUMPING
HEAD

For dooryard use—hand, windmill, electric motor or engine drive. For spout delivery or filling overhead tanks.

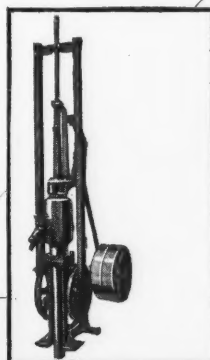


FIG. 1701
HYDRAULIC
RAM

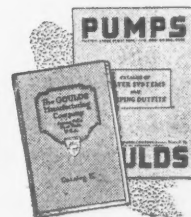


not a pump that you *hope* may do the work.

We show here a few types of the many Goulds Pumps. If the type and size your customer needs is not here, or on your floor, it is *somewhere* in the Complete Goulds Line, and we can promptly supply it.

Remember—Goulds Pumps are nationally advertised in a big way, and Goulds is a name that has long been known and respected wherever pumps are used.

Our Water System Catalogue and General Catalogue "K" contain detailed information and prices of the Goulds line.



THE GOULDS MANUFACTURING COMPANY

Seneca Falls, N. Y.

(Established 1848)

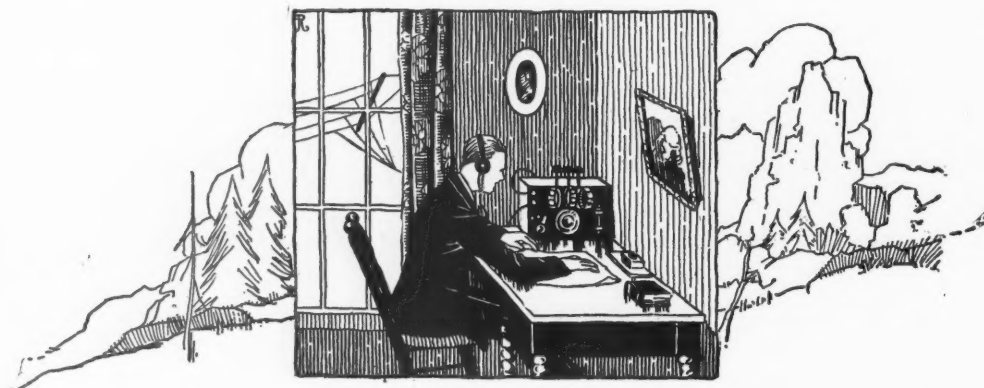
NEW YORK
16 Murray Street
DETROIT
Dime Bank Bldg.

CHICAGO
12-14 S. Clinton St.
HOUSTON
Carter Bldg.

BOSTON
58 Pearl Street
PITTSBURGH
Oliver Building

PHILADELPHIA
111 N. Third Street
ATLANTA
Citizen's & Southern
Bank Bldg.

GOULDS



This Simple WIRELESS Set— Once In Your Customer's Home, Will Start a Chain of Sales!

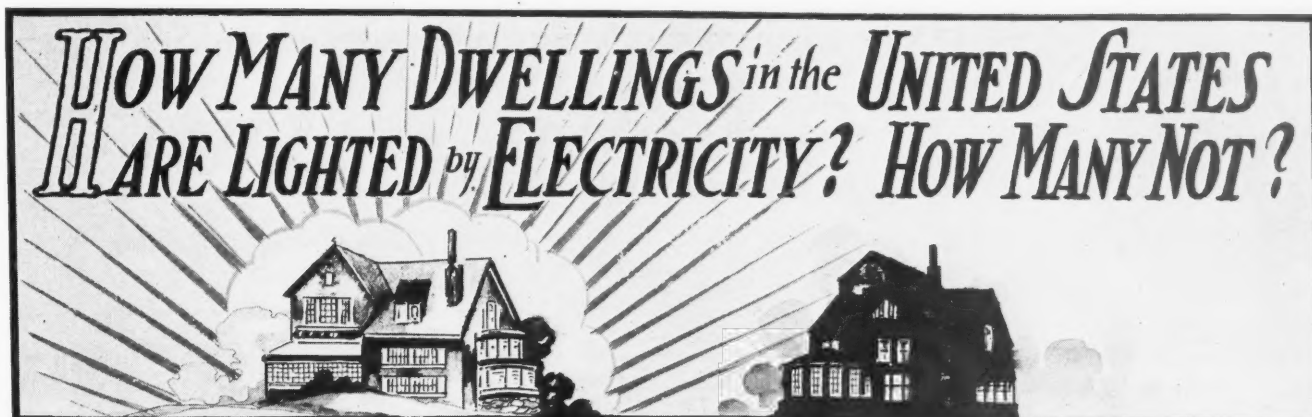
IT'S AN *ABC UNIT* — a complete, compact, easily-operated wireless receiver that picks up both wireless telephone and telegraph. It sells complete with phones and all aerial equipment for only \$32.00. No batteries, no experience, no license needed. And it gives such complete satisfaction that invariably the customer comes back to you for more Units.

For that's the secret of the *ABC sectional UNIT* system! Your customer starts with just one simple, inexpensive unit, and gradually adds others on, just like a sectional bookcase.

Wireless is the fastest growing industry in the country! *ABC UNITS* are the fastest selling line of assembled, ready-to-operate outfits. They're well advertised—require no technical knowledge or special salesman — and give you a liberal profit. Put your money in a rising market! Hook up with a winner! Write today for complete information. If you act at once, you can get Christmas business with *ABC UNITS*.

JEWETT MANUFACTURING COMPANY, INC.
NEWARK, NEW JERSEY

ABC UNITS
Standardized Radio Sectional Receiving



8,000,000 Dwellings lighted by
Electricity

16,000,000 Dwellings
lighted by other means

Why you Need Compro for Meter Switches

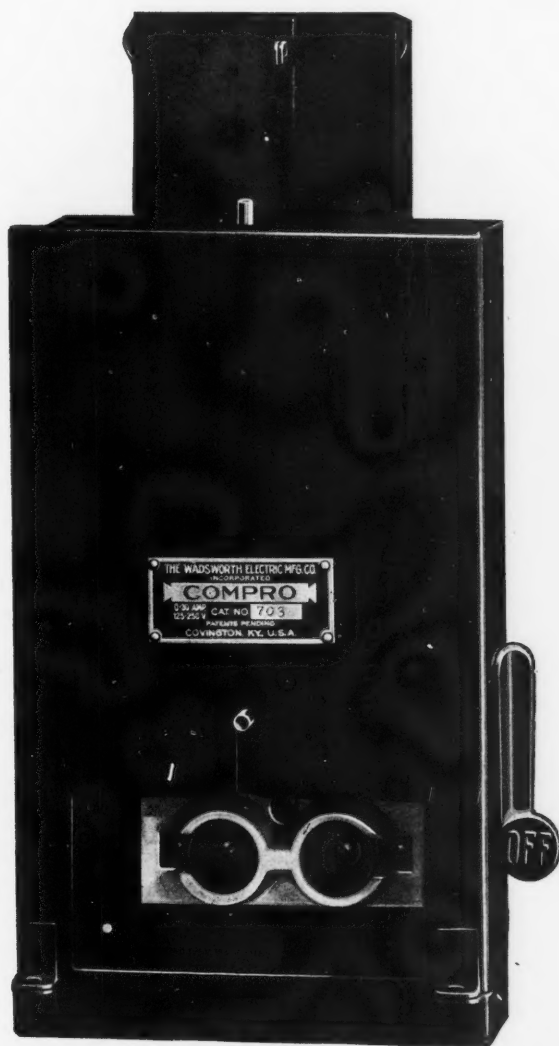
For the homes in the U. S. that are already wired Compro meter switches are best because they eliminate fuse renewals by the central station. The customer does it gladly. Why shouldn't he? It costs him less to install a fuse than to pay for a telephone call, and then there's no delay.

Compro meter switches are a real development that will help the entire electrical industry.

As new or old houses are wired, Compro meter switches can be installed quickly, and economically. They are a genuine investment for the power company and help the contractor-dealer sell more fuses.

Write for Catalogue No. 3 today.

The Wadsworth Electric Mfg. Co.
Incorporated
Covington, Ky.



"It Carries Electrical Protection a Step Farther"

COMPRO Meter Switch



Super Sensitive Detectagraph
Transmitter



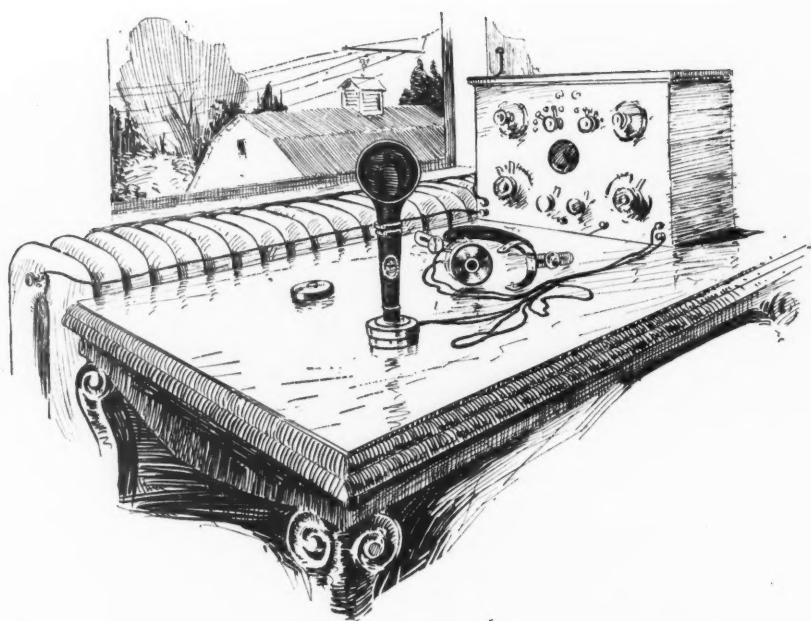
Our new Special Loud
Talking Adjustable
Receiver



Makes loud talkers out of
your silent receivers. Can be
used for both intensities.
Complete \$17—\$25.



Low Resistance Loud
Talking Horn 12 in.
long



The Detectagraph Will Bring More Radio Business to Your Store

AMATEURS all over the country are becoming interested in Detectagraph Super-Sensitive Hearing, Talking and Amplifying Devices. They greatly increase receiving range at comparatively small cost.

By featuring this equipment in your store and spreading the news around that you handle it, you can steer a lot of radio business that is now going elsewhere in through your door.

Only three devices to stock. Simple, efficient and reasonably priced. They'll prove big sellers, with the Radio Trade in your community.

We will help you start up a profitable Radio Line. We know what amateurs want. Write us for complete information today.

G. Boissonnault Co., Inc.
26 Cortlandt Street, New York City

Be Sure the Washer You Sell is Fully Protected by Patents

RIGHT NOW the dealer must scrutinize more carefully than ever the washing machine he sells or contemplates selling. He should make sure that it is fully covered by United States Patents. He must realize the consequences of merchandising a washer with features which constitute direct infringements upon the patented features of other washers. For there are on the market today a host of "bandit" washing machines which are clear infringements upon patents held by Gainaday and other pioneer washing machine manufacturers.

The manufacturers of these infringing machines are liable to prosecution under the United States patent laws. The dealer selling infringing appliances is equally liable. The patent laws distinctly give the inventor the exclusive right "to manufacture, to sell, and to use" his invention. Therefore, patent litigation would be disastrous not only to the manufacturers, but also to the dealers who represent them.

The forced discontinuance of infringing features would render more than one washer unsalable. The dealer's investment of time, effort and money in the selling of such machines would be a lost asset so far as future business is concerned. He would be under the necessity of explaining to his market the failure of a washer he formerly praised. He would be embarrassed by his inability to service a machine for which he promised service. He would be forced to start all over again with a new line and with the handicap of a definite loss of prestige as a merchandiser of reliable goods.

No Gainaday Dealer will ever find himself in such circumstances. The next page tells why.

PITTSBURGH GAGE & SUPPLY COMPANY
Manufacturers—3000-14 Liberty Ave., Pittsburgh, Pa.

The logo for Gainaday is a large, dark, downward-pointing triangle. Inside the triangle, the word "Gainaday" is written in a light-colored, stylized, serif font. The letters are bold and slightly shadowed, giving them a three-dimensional appearance as if they are floating within or attached to the triangle.

Gainaday

Washer

Wringer

What Gainaday Patents Mean to Gainaday Dealers

GAINADAY patents safeguard the future of the Gainaday Washer and the stability of the Gainaday Dealer's business. The many remarkable features which make the Gainaday so easy to sell and so efficient in use are fully protected by the United States patents listed below.

13923 reissue June 8, 1915—13979 reissue Sept. 14, 1915—14144 reissue May 30, 1916—1036192 Aug. 20, 1912—1066070 July 1, 1913—1117268 Nov. 17, 1914—1131466 Mar. 9, 1915—1170371 Feb. 1, 1916—1217540 Feb. 27, 1917—1337552 Apr. 20, 1920—1340328 May 12, 1920—1344606 June 22, 1920—1346816 July 20, 1920. Other United States and foreign patents covering new and exclusive improvements are pending.

Gainaday Dealers can forge steadily ahead without the slightest fear that the features which help them to sell Gainaday Washers today will be lost through patent litigation tomorrow. They are fortified by the assurance that behind them and the product they sell is a pioneer builder of electric washers with resources of \$4,000,000—a concern which can be depended upon to leave no stone unturned in protecting Gainaday features from infringement.

Dealers who realize the advantage of allying themselves with a reliable manufacturer and of selling a product fully protected by United States, Canadian and foreign patents will find it worth while to investigate the Gainaday Franchise. Exclusive Gainaday territories are still available in some localities. Yours may be one of them. If you are a dealer of Gainaday caliber, a connection may be arranged which will be extremely profitable to us both. We shall be glad to hear from you.

PITTSBURGH GAGE & SUPPLY COMPANY
Manufacturers—3000-14 Liberty Ave., Pittsburgh, Pa.



Gainaday

Washer

Wringer

New Terms on the Croft Library

You save \$8 and have 10 months to pay

WE have clipped \$8.00 off the price of the most popular electrical library in America—made it \$19.50 instead of \$27.50, a reduction of about 30%. And more than that, we are offering the easiest terms we have ever made on the Croft books. You now pay *not* \$5 a month *nor* even \$3 a month, but the sum of \$1.50 in ten days and the balance at the rate of *only* \$2 a month. This gives you ten full months to complete your payments, and each individual payment is so small that you will never miss it.

Was
\$27.50
Now
\$19.50

This price cut is by far the most important announcement we have ever made to the electrical industry. Think of getting this great Home Study Course and Reference Library at \$19.50—a saving of \$8.00! This is a real opportunity! No electrical worker who wants to fill a bigger job can afford to miss it. Hundreds of men have told us that the Croft Library at \$27.50 was the best buy on the market. At \$19.50 it represents the *biggest bargain* in sound electrical training ever offered to the electrical workers of America.

The Croft Library of Practical Electricity

8 volumes—3000 pages—2200 illustrations—flexible Keratol binding

Free Examination—No money down—10 months to pay

EVERYWHERE the Croft Library is acknowledged as the standard—the leader—in practical electrical training. Go into the home or shop of any man who has made a success in electricity and nine times out of ten you will find somewhere a well-thumbed set of Croft. Croft and success go hand in hand. If your electrical training is obtained from these great books you are certain to win your way to the top.

In the Croft books you will find complete, detailed and up-to-the-minute information on electricity, from the simplest

principles, to complete and economical operation of a central station—motors, generators, armatures, commutators, transformers, circuits, currents, switchboards, distribution systems—electrical machinery of every type, installation, operation and repair—wiring for light and power—how to do it mechanically perfect, in accordance with the National Electrical Code—wiring of finished buildings—Underwriters' and municipal requirements—how to do the complete job, from estimating it, to completion—illumination in its every phase—the latest and most improved methods of lighting—lamps and lighting effects.

Now the *lowest-priced* as well
as the *best high-grade* electrical library

The Croft Library has always been the leader among the higher grade electrical libraries. Now at its new price of \$19.50 it becomes the biggest buy in electrical books on the market. Men who are using Croft will tell you that no set of electrical books published, regardless of price, can equal the Croft Library in completeness, up-to-date-ness and all-round practical value. The price is cut, but not the value. They are the same books that have given 50,000 men an expert's knowledge of electricity—the same books that made Thos. A. Edison say to Croft: "Your method of explaining by analogy with things everyone knows, and the simple illustrations, make your work one of the best I have yet seen."

Titles and Scope of Books

Volume One—Practical Mathematics, 358 subject headings. Tells you how to use mathematics as a tool.

Volume Two—Practical Electricity, 1,000 subject headings. The basic principles of all electrical practice.

Volume Three—Practical Electricity, 1,100 subject headings. A continuation of Volume Two.

Volume Four—Electrical Machinery, 1,400 subject headings. Contains what every electrical man wants to know.

Volume Five—Central Stations, 509 subject headings. All phases of central station operation are covered.

Volume Six—Wiring for Light and Power, 1,700 subject headings. Tells how to do the big and little jobs right.

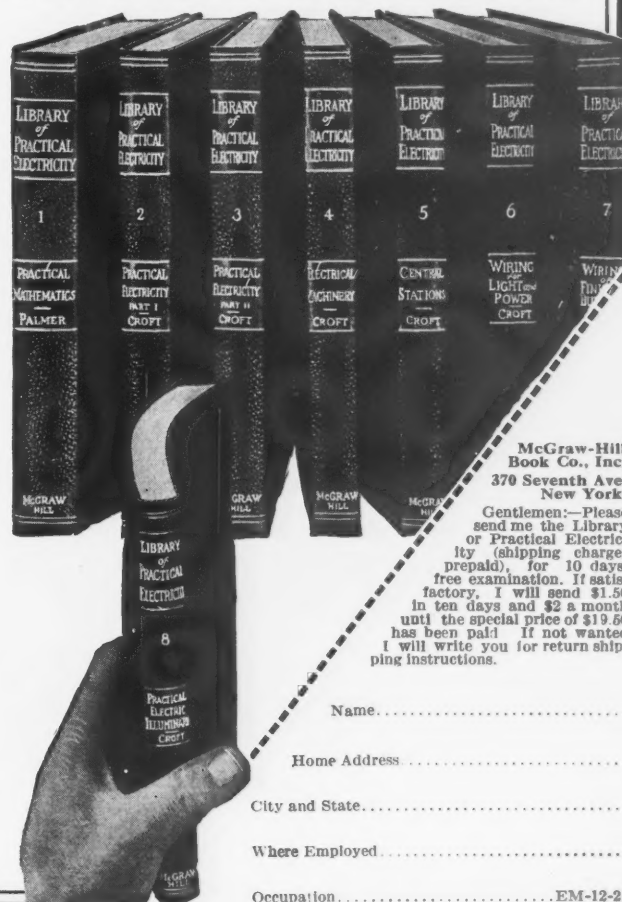
Volume Seven—Wiring of Finished Buildings, 1,100 subject headings. The very meat of wiring practice.

Volume Eight—Practical Electric Illumination, 1,000 subject headings. Lamps and the art of lighting properly.

FREE EXAMINATION For 10 Days
No money down—no obligation to buy

We want you to test our statements—we want you to compare the Croft books with others. Fill in and mail the coupon attached and we will send you the entire set of eight volumes for ten days' Free Examination. We take all the risk—pay all charges. You assume no obligation—you pay nothing unless you decide to keep the books. Then \$1.50 in ten days and the balance at the rate of \$2 a month. Send the coupon NOW and see the books for yourself. Our new price and our new terms make it possible for anyone to own a set of Croft.

THIS COUPON SAVES YOU \$8.00



McGraw-Hill
Book Co., Inc.
370 Seventh Ave.
New York.

Gentlemen:—Please send me the Library of Practical Electricity (shipping charges prepaid), for 10 days' free examination. If satisfactory, I will send \$1.50 in ten days and \$2 a month until the special price of \$19.50 has been paid. If not wanted I will write you for return shipping instructions.

Name.....

Home Address.....

City and State.....

Where Employed.....

Occupation..... EM-12-21



The Two-In-One Cleaner

The Sweeper-Vac is the only two-in-one cleaner made. It cleans by either powerful suction alone or by suction plus a Motor Driven Brush.

In the Electric Sweeper-Vac is combined a correctly speeded Motor Driven Brush cleaner as well as a straight suction cleaner equal to any straight suction cleaner made.

It is the famous worm drive, together with the convenient control lever, that makes this possible. A push of the lever to the left and you have a straight suction cleaner—to the right and you have the Motor Driven Brush cleaner.

There is no reason why anyone should purchase a plain suction cleaner when at practically the same cost, she can secure the Electric Sweeper-

Vac which combines the plain suction and the Motor Driven Brush type in one.

Another exclusive selling point is the Sweeper-Vac arrangement of securely locking the attachments so that they cannot fall apart. This feature, and the swivel joint which prevents the hose from twisting and kinking, make Sweeper-Vac attachments easy to use.

These are but two of the twenty-four exclusive selling features which make the two-in-one Electric Sweeper-Vac the easy selling cleaner.

Besides the mechanical superiorities of the Sweeper-Vac the dealer also is provided with advertising and selling plans which make Sweeper-Vac sales easier and oftener. Write today and let us tell you our Selling Plan.

M.S. Wright Company Mfrs. Pneuvac Company Sales Agents
 WORCESTER — MASSACHUSETTS

Electric
SWEeper-VAC
With Motor Driven Brush

Rock-Bottom Prices



Leading Features

1. Beautiful full cabinet.
2. 6 sheet copper tub, tinned inside.
3. No springs, improved shifting method.
4. High grade washing machine motor.
5. 4 position swinging wringer.
6. Popular price.

Here Mr. Dealer, is the Machine which will loosen up the business for you in your territory

For the housewife—*It Getz the Dirt*—it has the perfect cleansing principle of the higher priced GETZ Electric Washers.

For the dealer *It Getz the Business*—it is a sound, hardhitting, durable washer.

It is a plain, simple answer to the overwhelming demand for a substantial electric washer which is well within the means of every householder.

It is the livest sales proposition in its line from coast to coast because its price marks the rock bottom level to which the price of good, well designed and well made electric washers may go—and for this reason, the dealer who "gets into line with the GETZIT" *at once* will get a running start on the price market which is holding off buying, just waiting for such a price-tumble as this.

Now is the time—we are organized on a production basis ready to spring the biggest surprise of the year.

It is a case of "first come best served."

Write for our sound profit sharing proposition—
TODAY

Getz Power Washer Co.,
Morton, Ill.

GETZIT

\$99

ELECTRIC WASHER

"One HOLIDAY makes many holidays"



The Electric Dishwasher that Actually Washes Dishes

Leaves them sweet and clean and smooth to the touch.

Fills, empties and cleans itself.

Portable; can be rolled anywhere convenient for loading or unloading.

No loaded trays or baskets to be lifted in or out. A single wire basket holds all dishes. Dishes can be put in or taken out in any order.

Strains water after every circulation. No food particles are thrown back on dishes.

No gears or belts to give trouble. No stuffing box or valves from which water can leak or drip on the floor.

Motor and pump unit provides a simple, efficient, "fool-proof" mechanism anyone can operate, eliminating all usual sources of trouble.

Requires practically no "service," to cause dealer trouble and expense.

Price \$110.

Priced as low as high quality of materials and workmanship will permit.

Dealer's price allows ample margin to pay a profit above cost of getting and handling business.

Hood Sales Corporation
52 Broadway, New York

Holiday
Electric
Dishwasher

Formerly known as

Care

Christmas Greetings and Prosperity for 1922

Dear Dealer Customer:
 We wish to take this opportunity to extend you the Season's Greetings.

We would like to clasp the hand of each of you individually, but as this, of course, is out of the question, we trust you will accept our greetings in this form.

Altho we sell you indirectly (thru our distributors and jobbers), nevertheless, we feel that you are just as truly our customers. So we are taking this means of thanking you for the way you have welcomed the Beaver line and for the interest you are taking in pushing it. Your frequent re-orders assure us that you have found it a profitable one.

Perhaps we can best express our sincere interest in your prosperity by wishing you an even greater success during 1922, with the added hope that you will permit us to render you our utmost in sales service. And don't forget to watch our future announcements--they will interest you.

Yours for Prosperity,
 BEAVER MACHINE & TOOL CO., INC.

Ralph A. Belmont

R. A. BELMONT
 GENERAL SALES MANAGER

Ernest B. Slade
 ERNEST B. SLADE, PRESIDENT.



The most beautiful and artistic Brass Shell Pendant Switch on the Market. Cat. C 1.



Feed thru Switch with removable mechanism and reversible casings. Cannot be incorrectly assembled. Cat. D 2.

← The easel at either side will help boost your sales. →



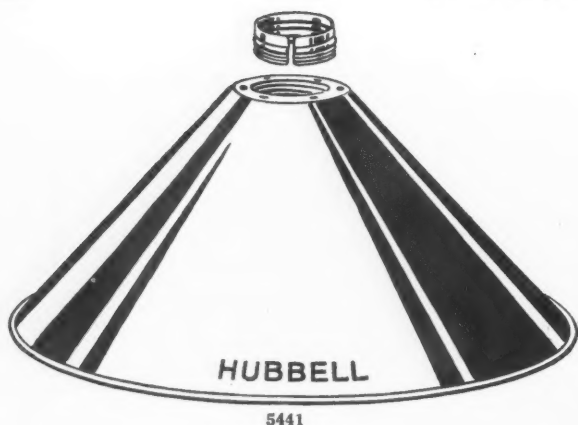
Factory:
 Newark, New Jersey

BEAVER

The Switch Without a Hitch

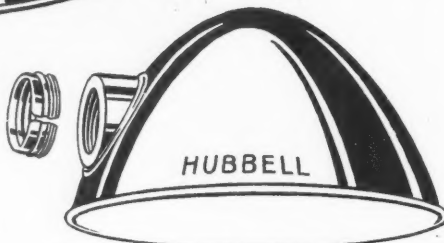


Sales Office:
 50 Church St., New York



5441

HUBBELL



5571

Two Popular Types

Parabola Reflector No. 5571 has green enamel baked on or brush brass finish outside, and frosted aluminum reflecting surface inside. This is an excellent shade for flexible desk lights, and close-up machine illumination.

Cone Reflector No. 5441 is furnished with green enamel exterior and either white enamel or frosted aluminum reflecting surface. A very popular reflector for hanging desk or bench lights.

Look for the name HUBBELL stamped on the collar.

Reflectors have a universal market

THERE is a steady demand for these types of reflectors. Illumination close to the work calls for light, strong, inexpensive shades which will project clear, even light where light is needed, and shield the eyes of the operator from the intense rays of the bulb.

Hubbell Paint Enameled and Frosted Aluminum Reflectors meet this demand with a number of shapes and sizes for all classes of work and styles of lamp bulb. Made of thin sheet steel, brass, or aluminum, stamped into half and parabola shapes, and of steel, rolled into flat or cone shapes. They are all equipped with Hubbell Contractile Collars, thus

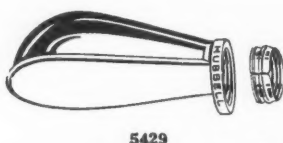
fitting any standard threaded or beaded brass socket shell. For porcelain sockets, Flat Reflectors Nos. 6751, 6752, 6753 and Cone Reflector 6760, 6761, 6762 are equipped with brass strap holders, which grip the porcelain sockets and are firmly held by means of two tightening screws.

No.	Kind	Watts
5441	Cone 10 in.	25-40
5571	Parabola—Brass	25-40-60
5432	Flat 10 in.	25-40
5429	Steel	25-40-60
6151	Steel	10-15
6551	Brass	25-40-60
6548	Brass	25-40-60

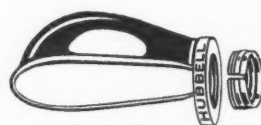
Two other styles for each of above



5432



5429



6151



6551



6548

HARVEY HUBBELL INC.

ELECTRICAL SPECIALTIES

BRIDGEPORT CONN. U.S.A.



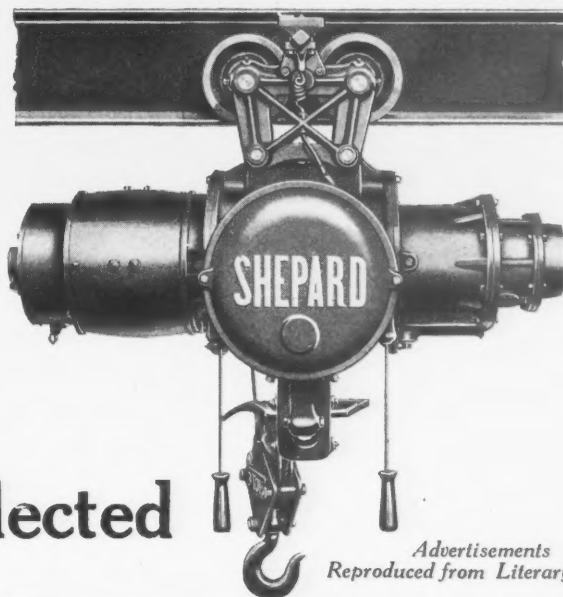
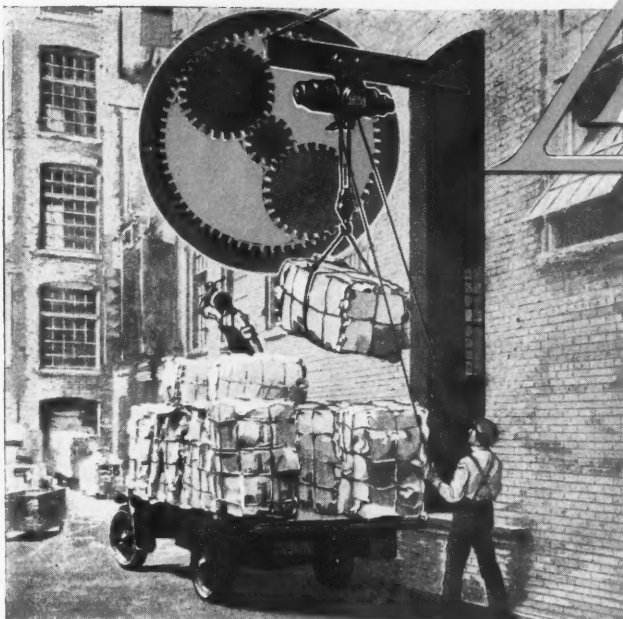
2185-U

NEW YORK

SAN FRANCISCO

CHICAGO

THE SHEPARD ELECTRIC LIFTABOUT



Distributors Being Selected

for this new and
smaller Electric Hoist

The Shepard Electric *Lift>About* makes power lifting available for everybody—thousands right in your city. In every store, warehouse, shop, factory, mill or yard, even in apartment house, in fact wherever loads are picked up, carried, and put down, this time- and money-saver will be quickly accepted. Reasonable in price it is within reach of all. Made in $\frac{1}{2}$ and 1 ton capacities for A. C. or D. C. current.

*Nationally advertised
—Nationally known*

The *LiftAbout* is liberally and regularly advertised in the Literary Digest, and in trade and business papers of wide circulation. You can sell it on merit, for the *LiftAbout* follows the same design and construction that have made "Shepards" the most widely known and used Electric Hoists. Everywhere the name "Shepard" is synonymous with Electric Hoists.

Write for proposition

A proposition, that we feel sure will interest, awaits your inquiry.

SHEPARD ELECTRIC CRANE & HOIST CO.

430 Schuyler Ave., Montour Falls, N. Y.

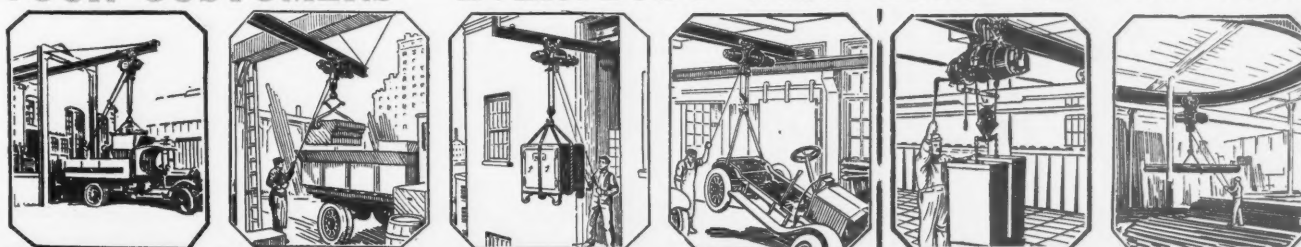
BRANCHES IN PRINCIPAL CITIES

Member Electric Hoist Manufacturers' Assn.

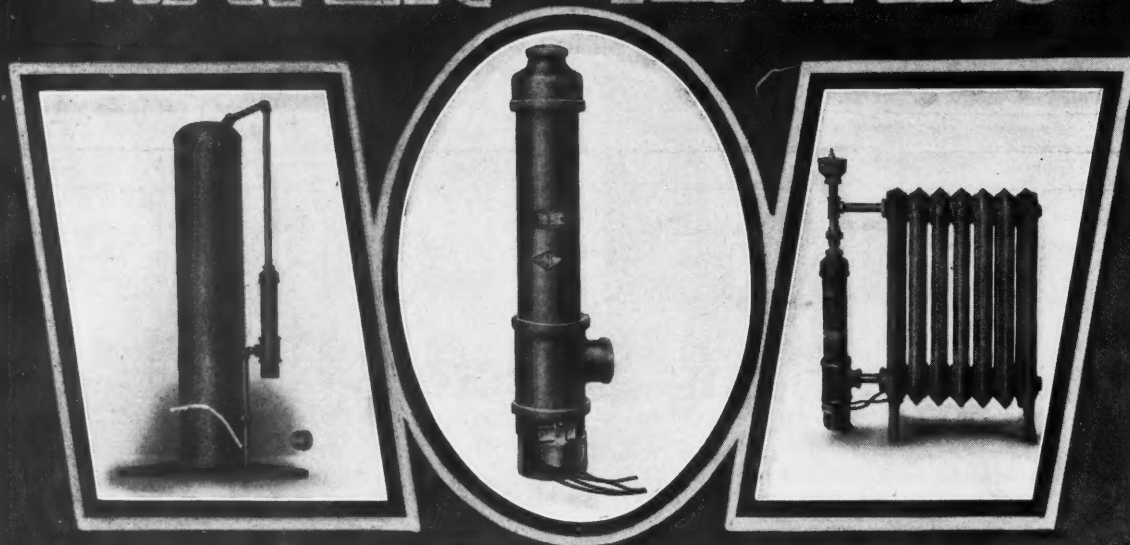
*Advertisements
Reproduced from Literary Digest*



YOUR CUSTOMERS — EVERYBODY WITH LOAD MOVING JOBS



DURAELECTRIC WATER HEATER



The DURAELECTRIC Water Heater is adapted for heating both Hot Water Tanks and Hot Water Radiators.

Operates on either A.C. or D.C.—110 volts. Operation controlled by a 3-heat switch, making it possible to regulate both the quantity of hot water and the temperature, at all times.

The retail price of \$35.00 appeals to every home owner.

There is ample opportunity for big sales in your own territory.

Maximum discounts allowed.

THE DURAELECTRIC CORPORATION

HIGHLAND



BUILDING

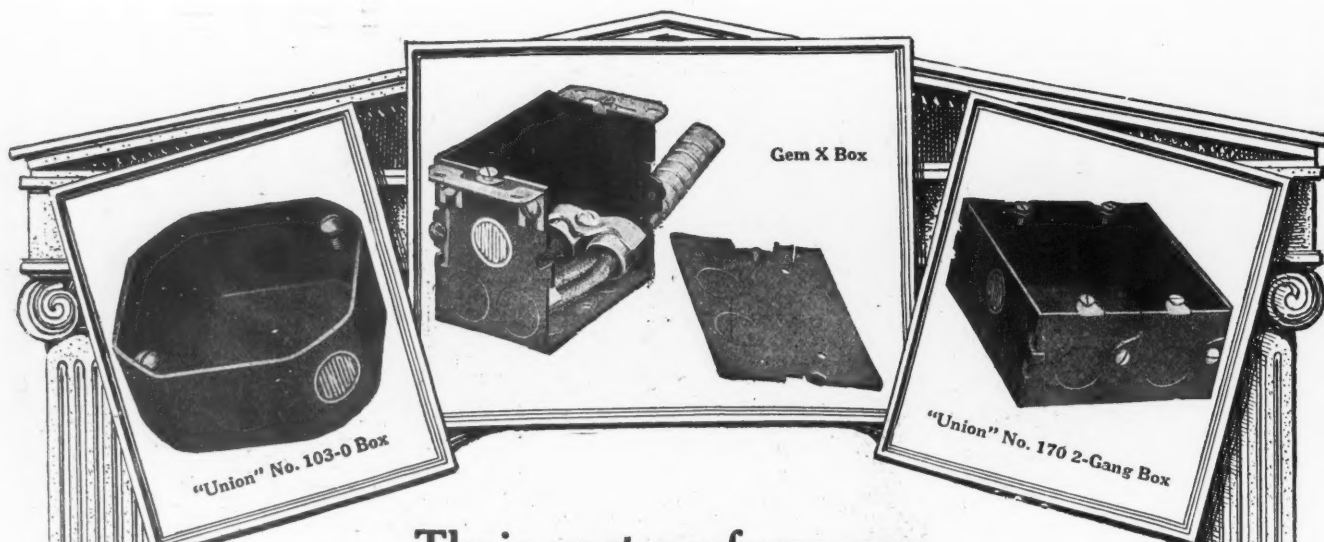
PITTSBURGH, PA.

*You can get it
for HER
-a useful gift-*



Write or wire for attractive proposition
to dealers. Immediate deliveries.

The United Electric Co.
Canton, Ohio



Their past performance
is your assurance of
SATISFACTORY SERVICE

The real test of any product is not what the makers claim it *will do*, but what it actually has *done* over an extended period of years.

On this basis you can buy "Union" Switch and Outlet Boxes with the absolute assurance that you will get the *maximum* of safe, satisfactory and long-lasting service. No other line of Switch and Outlet Boxes can point to such a long and honorable record of "service rendered" as "Union." For 20 years, since they were first put on the market, they have proven their reliability to thousands of users.

The line is completely *standardized*. No time lost on the job waiting for "specials." The advantages of an endless assortment of special conduit bodies are consolidated in a few simple units. You can meet every wiring contingency from a more compact and more uniform stock, thus saving money and valuable storage room.

"Union" Boxes measure up in every respect to the same high standard of quality that has made all other "Union" products pre-eminent in their respective fields for the past 32 years.

For sale by leading Electrical Dealers and Jobbers everywhere.

Why not send for our complete catalog of Conduit Fittings *today*?

Chicago Fuse Mfg. Co.

*Manufacturers of Switch and Outlet Boxes, Cut-Outs, Fuse Plugs,
Automobile Fuses, Renewable and Non-Renewable Enclosed Fuses.*

CHICAGO

NEW YORK

UNION
SWITCH and OUTLET BOXES



The HUMPHREY Radio 30 Electric



Quicker Sales for You and for Your Customer

WHEN you handle the Humphrey line of electrical lighting fixtures, you will find their advantages so apparent that immediate sales result. The Radio line offers just what your customers want—more light per unit with proper diffusion, better display, less upkeep. Made in six sizes. Write for circular.

Electrical Department
General Gas Light Company

New York

Kalamazoo

San Francisco



Light
with a
Heart of
Music

The Capitol Pride of All

Does your name appear among the long list of progressive dealers now making money from the sales of CAPITOLS, or are you among the list of dealers who are waiting for the old condition to come back when you could sell more Appliances than the manufacturer could supply? Which class are you in? the class that is handling the highly profitable non-competitive article or the class that is trying to cut the price a dollar below his competitor in order to meet keen competition and stand a loss just to make the sale?

As a "CAPITOL" dealer, competition is eliminated, there being only one dealer allotted to the average City. Sales are large and profits are big.

The discounts on "CAPITOLS" far exceed your fondest hopes. They are the discounts you have longed for for years back.

The "CAPITOL" is a fast seller; it is a magnificent parlor ornament during the day, a beautiful lamp at night, and a first class Musical Instrument at all times.

The "CAPITOL" is a Woman's article, and every refined home is a prospect. Some of our dealers are doing a very large business trading in the hand cranked wooden phonograph and replacing them with the up-to-date electrically operated "CAPITOL." We quit cranking the automobile out in the garage years ago, its about time we quit cranking the phonograph in the parlor. Let us quit, by putting a "CAPITOL" in every home.

*Drop us a card today and
we will outline our propo-
sition to you.*

**BURNS-POLLOCK
ELECTRIC MFG. CO.**

Indiana Harbor
Indiana





Showing how Newman-Sterns of Cleveland, Ohio, have adapted the New Way Sectional, Interchangeable equipment to their needs for finer and better display, better kept stocks, better service, and a better conservation of space.

Concerning Store Equipment

Store Equipment is a big factor deserving the Consideration of every Merchant today.

THE volume of business is dependent upon the service rendered and the methods employed in waiting upon customers.

HIDDEN merchandise, or merchandise that is inaccessible, is a sure means of limiting the volume.

SALESPEOPLE who are compelled to work under these conditions cannot render efficient service as compared with stores equipped with highly efficient facilities for the presentation of merchandise.

MERCHANTS throughout the country are awakening to the fact that the *NEW WAY* method offers facilities for a greater volume at a lower cost. Gains in volume immediately follow the installation of *NEW WAY* fixtures, as is testified by thousands all over the country.

THE experience of some *NEW WAY* merchants will no doubt be of interest to you. If you will write our nearest branch, they will be able to send you the names of some merchants to whom you can write for facts and figures.

Our catalogue describing our complete line of fixtures is yours for the asking.

Grand Rapids Show Case Company Grand Rapids, Michigan

Licensed Canadian Manufacturers: JONES BROS. & CO., Ltd., Toronto, Canada
Branch Factory: LUTKE MANUFACTURING COMPANY, Portland, Oregon

NEW YORK 1465 Broadway at 42nd St.	CHICAGO 215 South Market St.	CLEVELAND 1113-1114 Ulmer Bldg.	ATLANTA 703-704 Candler Bldg.
KANSAS CITY 606-607-608 Ridge Bldg.	DALLAS 705 Insurance Bldg.	HONOLULU, HAWAII Harrison Bldg.	



A Record Breaking Shipment of Record Breaking Washers

On October 27th, at 6 P. M. four freight cars each loaded with 125 Sunnysuds Washers left our plant consigned to the Ohio Electrical Sales Company, Mansfield, Ohio, Sunnysuds distributors for that state. Of this entire shipment not a single washer was intended for the distributor's stock, the full 500 having been purchased by various Sunnysuds dealers in Ohio.

This, the largest single shipment we have ever made, constitutes a new record to be added to the remarkable career of this remarkable washer. The Sunnysuds was the first all-metal, standard size, cabinet electric washer to retail at \$100. Within a week after its announcement, we were literally deluged with applications for dealership. At no time since we began production—in the face of depressed conditions—has our plant operated at less than full capacity, last month having built and shipped over 2500 machines.

Doesn't this indicate that the Sunnysuds IS a remarkable washer at a remarkable price? And doesn't it indicate that an aggressive dealer can make real money out of the Sunnysuds franchise?

Open territory is rapidly diminishing. Write for dealer information.

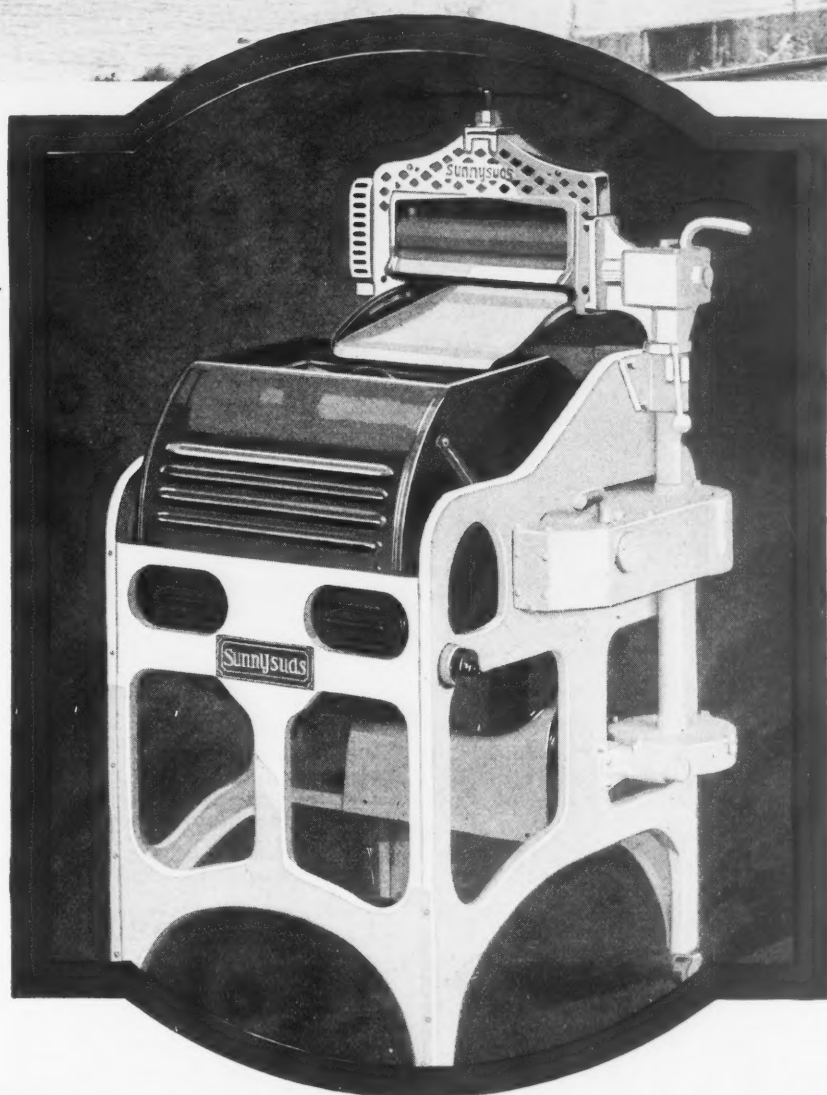
SUNNY LINE APPLIANCES, Inc., Detroit, Michigan

Canadian Branch: Kitchener, Ontario

(21)

Retail price **\$100**

West of the Rockies \$110

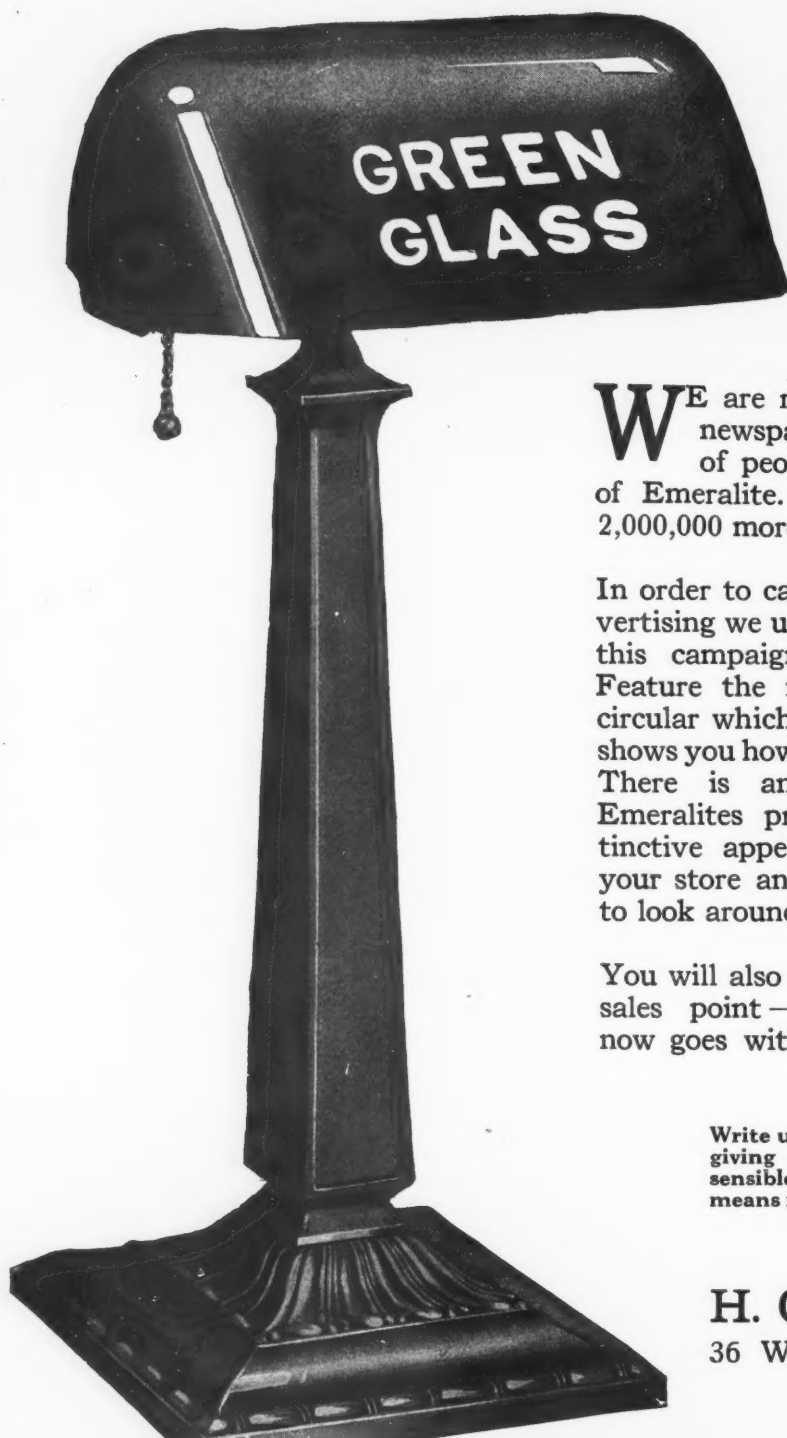


Sunnysuds

Electric Washer & Wringer



DRESS UP YOUR STORE TO SELL WITH EMERALITES



*It is the one way to cash
in Most Effectively on
our Big Advertising
Campaign*

WE are running liberal space in the foremost newspapers of 17 big cities, reaching millions of people from coast to coast with the story of Emeraldite. Also in the American Magazine to 2,000,000 more.

In order to capitalize to best advantage on this advertising we urge dealers to identify their stores with this campaign by dressing up with Emeraldites. Feature the name prominently. Get our dealers circular which gives you the complete schedule and shows you how to "tie in" most closely and profitably. There is another big advantage of featuring Emeraldites prominently. Their pleasing and distinctive appearance adds to the attractiveness of your store and window—brings more customers in to look around and buy—and increases your sales.

You will also be interested in another big Emeraldite sales point—the Daylight Attachment—which now goes with each Emeraldite without extra cost.

Write us today for one of our dealer's circulars giving you full particulars about this big sensible advertising campaign and how it means more money for you.

H. G. McFaddin & Co.
36 Warren Street, New York City

EMERALITE

THE NATIONAL DESK LAMP

None Better Than BEST



—and None More Profitable for Dealers to Sell

The "Best" Duplex Plug and Best Push Thru Switch Plug are representative items in a fast-selling high grade line.

You should be one of the many progressive dealers who are displaying the attractive "Best" cartons on their counters and reaping the results in bigger and more profitable sales.

The No. 500 "Best" Duplex Plug is an original device. It is simple and sturdy and has a newly perfected exterior which is mechanically and electrically perfect.

As it is made without solder and of a special heat resisting composition — it is practically everlasting.

The attractive "Best" Carton has a lot to do in getting quick turnover for dealers.

The new No. 1150 "Best" Heater Plug with Push-Thru Switch is another money maker. Its very apparent advantages over the old plug, and cord switch will give it instant popularity wherever displayed.

	Standard Case	Unit Carton	List Price
No. 500 "Best" Duplex Plug.....	240	6	\$1.00
No. 1150 "Best" Heater Switch Plug.....	100	10	1.35
No. 935 "Best" Heater Plug.....	250	10	.50

Send in your order now and ask us about the complete "Best" Line and Hylite Metal Specialties.

HENRY HYMAN & CO., INC.

476 Broadway, New York

212-16 W. Austin Ave., Chicago



No. 1150

Best Push-Thru Switch Plug

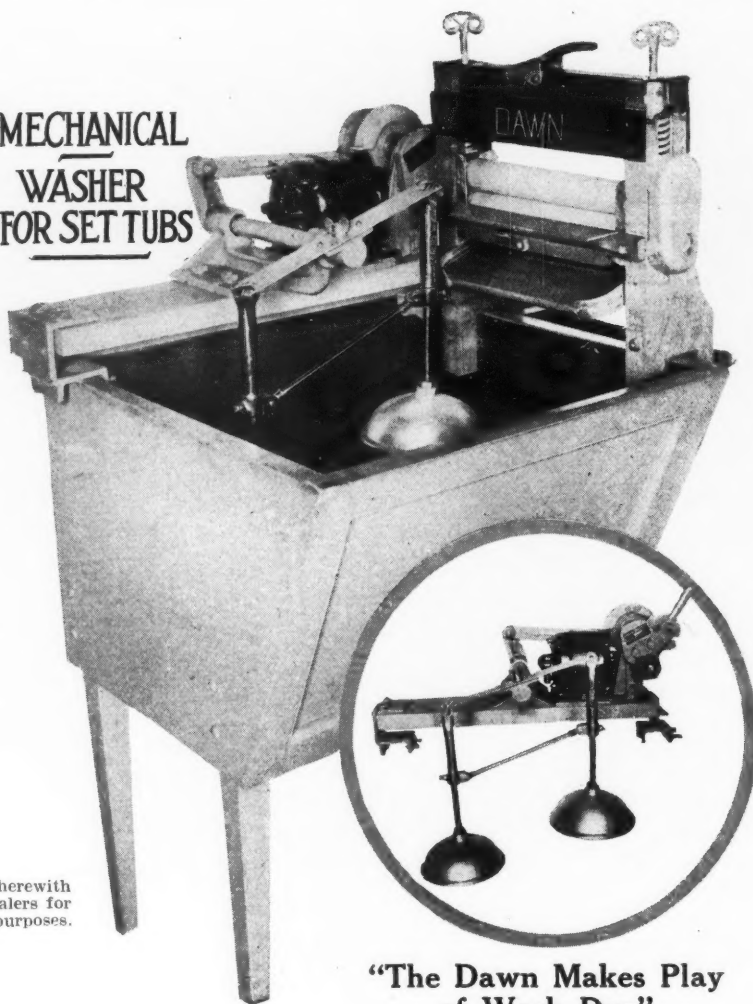
Combines the features of the well-known No. 935 "Best" Heater Plug with the "quick-make-and-break" action of our guaranteed Push-Thru Switch. The Plug has Bronze Contact Terminals of the Bulldog Clip Type — insuring firm lasting contact and maximum efficiency of the appliance. It is built for long life and perfect service.

THE DAWN

MECHANICAL
WASHER
FOR SET TUBS

A New Development in Portable Electric Washing Machines, Whose Big Sales Possibilities Will Interest Distributors, Jobbers and Dealers.

Tub as shown herewith furnished to dealers for demonstration purposes.



"The Dawn Makes Play of Wash Day"

NO matter what make of washing machine you are handling now—you will find the DAWN a profitable addition to your line.

Every home with set tubs and electricity can be sold this simple yet efficient machine. It confines all the operations within the SET TUBS where they belong and after washing is completed the lids may be replaced and the tub-surface is not sacrificed which is valuable for preparing meals, etc. Its principle—just two vacuum cups moving up and down 2300 times to do an ordinary wash in twenty-five minutes.

The DAWN is small and compact, yet sturdy and durable. And it is a giant when it comes to doing the washing.

The DAWN WASHER uses the highly efficient vacuum cup principle. It is an ideal machine for every jobber and dealer. It is so different from any cabinet or cylinder type washer and so superior to any washing machine operating in ordinary set tubs that it is practically without competition.

The Insert above shows the entire "DAWN" washing mechanism with walking Beam and Plunger Vacuum Cups. Its simplicity and the minimum number of parts used is a guarantee to dealers that little or no service will be necessary.

The DAWN Washer is instantly adjustable to any set tubs. It is equipped with a General Electric Motor. Wringer and Rolls are made by the American Wringer Company and are covered by a three year guarantee. No springs, belts, tubs, cabinets, cylinders, cleats, valves or cumbersome parts. Instead, just two vacuum basins giving the lightest motor load, and the lowest operating costs.

We have a proposition of interest to electrical distributors, jobbers and dealers. Write us now for unusual discount proposition.

The Dawn Manufacturing Company

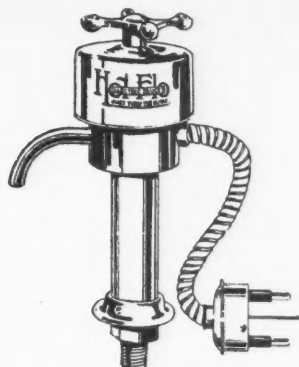
CHAS. H. VAUGHN, *Manufacturer's Selling Agent,*
552 Fairfield Ave., Bridgeport, Connecticut

The Hot-Flo Electric Faucet Should Be In Every Home, Office, Factory, Etc.

INSTANTANEOUS ELECTRIC WATER HEATER



*For The
Sick Room*



"The Heat is in the Faucet"



*For The
Factory*

Just turn the handle for either hot or cold water

You Should Know About HOT-FLO Electric Faucets and Our Plan of Local Newspaper Advertising

The Hot-Flo Electric Faucet can be used on A.C. or D.C. and is made for 15 amp., 110 volts; 7 amp., 220 volts. It is easily installed by an electrician on any basin by substituting it for the regular faucet and connecting it to a separate circuit on No. 14 wire. The Hot-Flo is the most economical instantaneous electric water heater on the market. The water is heated as required, at a small current consumption and does not require changes in the service wiring.

The Hot-Flo Electric Faucet is a small, compact heating plant in itself, standing 8 inches over all, which contains switch, heating unit and operating handle. A turn of the handle operates a heavy duty "Diamond H" Switch in the upper part of the

faucet, turning on and off the current in the heating unit, at the same time automatically controlling the flow of water.

The Hot-Flo Electric Faucet is approved by the National Board of Fire Underwriters, under certificate E-3975.

The following extract from the report of the Electrical Testing Laboratories of New York, speaks for itself:

"Referring to the construction of the device, an examination discloses the fact that it is a well made piece of apparatus. It has been carefully designed and the general workmanship is of a very high order. The various parts are substantially made and should withstand severe service."

Get the Facts

Send for our new folder M-10 today. Better still, send for sample faucet

There is a big market for a device such as Hot-Flo, which is simple, safe, economical and convenient and which will supply hot water instantaneously. Also our plan of helping every dealer make quick sales, by the use of local newspaper advertising,

under the dealer's own name, will prove of tremendous advantage. If you are not selling and installing Hot-Flo Faucets in many of the homes, offices, factories, and shops in your neighborhood you are missing some really profitable business.

Get our new two-color folder No. M-10, which tells the whole story. Imprinted dealer folders free. Circularize your customers now—tell them about Hot-Flo.

Price, Complete, \$25.00

The Hot-Flo Electric Faucet is furnished with a 30-inch No. 14 Heater Cord encased in a waterproof, flexible brass tubing and with a Diamond H plug, receptacle and plate. Nickel finish throughout.

Approved by The National Board of Fire Underwriters

HOT-FLO ELECTRIC COMPANY

535 Seventh Avenue, corner 39th Street, New York City

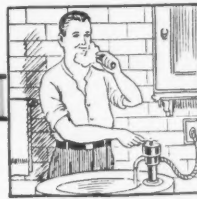
Member of Society for Electrical Development



For The Barber



For The Dentist



For Shaving



For Home & Office

ELITE ELECTRIC

Now Selling for \$110



—and Leading all
competition

If you have ever seen the Elite Electric you know how good it is—Beautiful machine, full cabinet type oscillating washer finished in Persian Orange with Chocolate trim—Automatic steel frame, disappearing wringer with a perfect safety release—in fact it's more than a perfect washer, it's a table or cabinet as well. Suitable for any room in the house.

And this is the time when dreams come true, for we have priced this quality machine at \$110 so that everybody can have one and every dealer who wants to make some real money can (if he acts promptly) merchandise the Elite Electric.

If there is any doubt in your mind—then you never saw the machine. Shall we send you our proposition today? Write or wire for it.

Your Protection U. S. Letters Patents

*You are protected in sales by
the following U. S. letters patents:*

Serial No. 1,048,215 patented
December 24th, 1912;
Serial No. 1,295,217 patented
February 25th, 1919;
Serial No. 1,288,694 patented
December 24th, 1918;
Serial No. 1,153,715 patented
September 14th, 1915;
Serial No. 1,227,840 patented
May 29th, 1917;
Serial No. 1,227,858 patented
May 29th, 1917;
Serial No. 1,284,474 patented
November 12th, 1918;
Serial No. 1,227,839 patented
May 29th, 1917;
Serial No. 1,036,192 patented
August 20th, 1912;
Serial No. 1,117,268 patented
November 17th, 1914;
Serial No. 1,131,466 patented
March 9th, 1915;
Serial No. 13,979 patented
September 14th, 1913;
Serial No. 14,144, reissue
patent May 30th, 1916, ap-
plication Serial No. 100,-
800;
Serial No. 1,066,070 patented
July 1st, 1913;
Serial No. 13,933, reissue
patent July 8th, 1915;
Serial No. 1,340,328 patented
May 18th, 1920;

*Letters patents of Dominion of
Canada:*

Serial No. 184,179 patented
May 7th, 1918;
Serial No. 190,232 patented
May 13th, 1919;
Serial No. 183,041 patented
May 19th, 1918.



MINIER MFG. CO.

Minier, Illinois

"Garfield" Insulation



A wiring device is no better than the molded composition used in its manufacture.

"Gummon"

the original cold molded material,

Perfected

to meet the most exacting requirements, means quality in your product.



Garfield Manufacturing Company

Garfield, New Jersey

"Nichrome" is the registered trade mark name of Alloys made solely by the Driver-Harris Company.

The Business End of Good Electric Heating Devices

is Nichrome, because Nichrome is the heating end.

Making Nichrome Is Our Business

DRIVER-HARRIS COMPANY
HARRISON, NEW JERSEY

Chicago - Detroit - Canada - England - France



The Jobber's Salesman Will Help to Better Your Store

ON every trip your jobber's salesman comes in contact with a hundred or more electrical dealers. He sees one dealer prosper, where another barely exists. He soon notes the difference between men and methods. He becomes a reservoir of profitable merchandising facts—**AND HE'S ALWAYS GLAD WHEN YOU ASK HIS ADVICE.**

He can tell you how last week, Jones sold ten washing machines through a novel method—how Johnson designs his pulling window trims that almost talk—how Peterson has arranged a "peach" of a store layout that's got folks sitting up . . . Yes, your jobber's salesman has his pulse on successful retailing—**AND HE'S HAPPY TO HELP YOU. Ask him questions.**

He can, for instance, tell you how your store can

achieve leadership and prestige with Heller Service Sections, the modern, economical unit equipment for electrical stores.

He can show you photographs of electrical stores that have become more prosperous because of their handsome displays, orderly stock arrangement and high class appearance made possible by Heller Units.


Your jobber's salesman probably has these Heller facts with him right now—or he can quickly obtain complete information from his house for the next trip to you. Ask his advice on Heller Sections—*and meanwhile, write us for the Heller Catalog EM.*

STEVENS & COMPANY

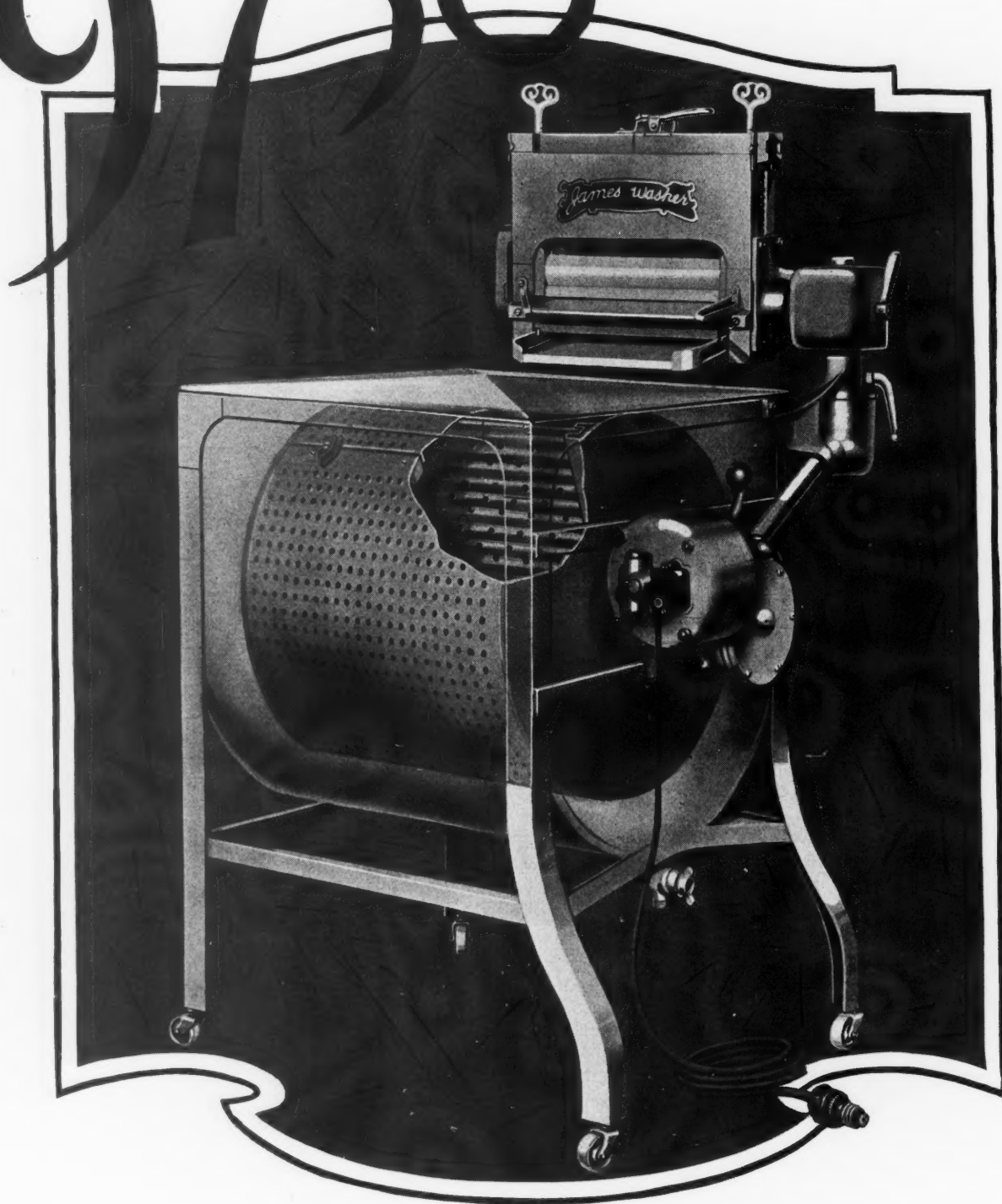
375 Broadway

New York

HELLER
SERVICE SECTIONS
BUILD AS YOU GROW



\$9750



A Standard Size Electric Washer

THE JAMES

Are You the Goat?

THERE are two outstanding facts that every electrical dealer selling washing machines is confronted with;

High Sales Cost

Consumer Demand for Lower Prices

For the good of your soul and pocketbook — look these facts square in the face and decide now whether your 1922 sales policy will be sound.



Stop Being the Goat

Sales cost depends to a large extent on the ease or difficulty of selling your merchandise. Acknowledging the statement that all electric washers will render a certain amount of washing service, the ease or difficulty of selling under present business conditions is therefore a question of price, quality and definite selling plans.

The consumer demand for lower prices is a fact, not a fancy and if you can meet this demand with quality merchandise fairly priced, you have overcome sales resistance which means lower sales cost. There is no dodging these facts.

The James Washer because of improved design, decreased labor and material costs and quantity production, is being manufactured at a profit to both ourselves and the dealer for \$97.50.

There is long service and complete satisfaction to the consumer in every James Washer because of our high standard of quality.

A Good Washing Machine
is Being Built and Sold
for \$97.50

Don't Be the Goat

It will pay you to write for the facts relative to the detailed construction of the James Washer and our sales policy.

\$97.50

JAMES WASHING MACHINE COMPANY

Cor. Lafayette Ave., East and Mt. Elliott, Detroit, Mich.

WASHER

The New A & W 8-



Dust and Water Proof

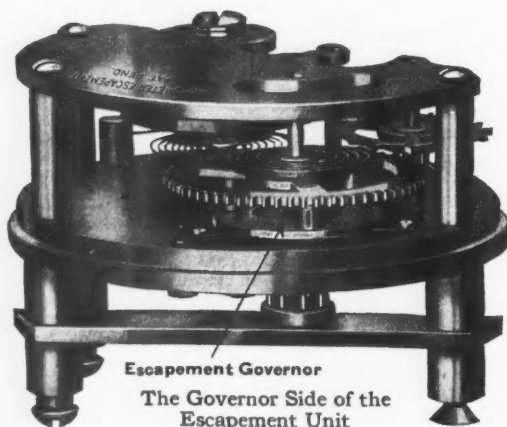
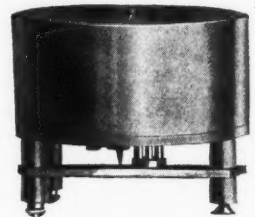
THE new A & W Time Switch is furnished in open and closed face. The case is stamped out of one piece of 16 gauge sheet steel, finished inside and outside, with black enamel. It fits tightly over an enameled cast iron base upon which the clock and switch are mounted. The case can easily be removed by taking out four screws giving access to the switch, the escapement and the clock movement, any one of which can be removed independent of the other.

The hinge of the door is spot welded to the case, and has a clasp which clamps the door onto a felt washer making a dust and water proof connection. There is an opening provided in the clasp for use of Padlock.

The Chronometer Escapement

THE escapement and governor are put up in a separate unit which contains all of the sensitive parts of the clock movement. This unit is enclosed in a dust proof case so that dust or dirt can not effect its timing qualities. By removing three screws, the escapement unit can be removed from the clock. This unit contains a governor which controls the main spring power and delivers to the escapement through a secondary spring, the amount of power required for accurate timing. The escapement is of the double Roller type with Ruby Jeweled balance staff which prolongs the life of the clock.

A Reduced View
of the Chronometer
Escapement Encloser



Escapement Governor
The Governor Side of the
Escapement Unit

Write Today for Our

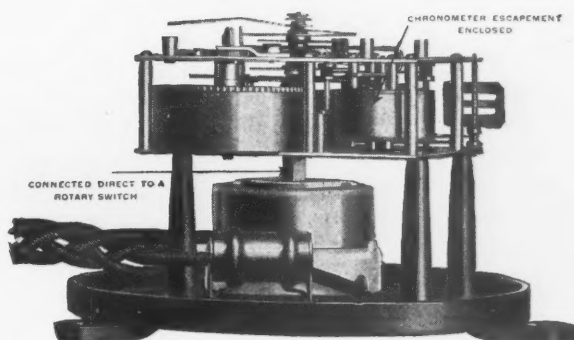
**The A & W Elec
CLEVELAND,**

Day Time Switch

More Power

The clock movement has 60 per cent more power than is actually required to operate the timing train of the clock. This makes it possible for the clock movement to operate under conditions that will stop any ordinary clock movement, therefore, it eliminates 90 per cent of the trouble so common in all other makes of time switches.

The Chronometer escapement containing all the sensitive parts of the clock is enclosed in a dust proof case. The main spring pinion is directly connected to an approved Rotary switch of 20, 30 and 50 amp. capacity on 250 volts.



Why Do So Many Clocks Operating Switches Fail to Give Satisfactory Service?—The Answer

BECAUSE the strength of the main spring on other makes must be in balance with the balance wheel of the escapement over a period of eight days. If the main springs have too much power they will throw the escape wheel out of balance and cause it to race, that in turn causes the clock to gain time.

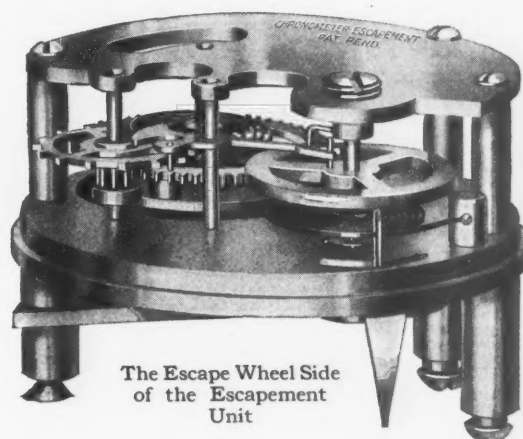
Or if the main springs are too weak they do not give the balance wheel of the escapement a full beat which causes the clock to lose time, therefore, the main springs must have the exact amount of power required (not too much nor too little) to operate the clock accurately and keep time over the required period.

Nine tenths of the time switches in use today are installed in basements of stores and apartment houses and on bulletin boards where they are subjected to ash, coal and street dust as well as smoky atmospheric conditions.

Remember, other Time Switch main springs have no surplus power, therefore when the oil dries or hardens, or dust and dirt accumulate on gears and pinions, or when smoke causes deposits, and dampness causes the corrosion of bearings, the power to be delivered to the escapement by the main spring is seriously retarded. Frequently time switches installed on bulletin boards are infested by small ants causing similar trouble.

Any one of the above causes destroys the time keeping quality of the clock and in a short time the clock will stop. This unreliable condition is the result of insufficient power and exposure of the delicate escapement mechanism.

The new A & W Time Switch main springs have 60 per cent more power than is required to operate the timing train of the clock, this is made possible by the use of the encased dust-proof chronometer escapement which has a governor controlling the main spring power.



The Escape Wheel Side
of the Escapement
Unit

Profit-Making Proposition

tric Sign Co.
OHIO



Attracting Attention Everywhere

This new lamp socket—*Electricity's most recent development in the illuminating field*—commands immediate interest wherever properly shown as is evidenced by the photograph reproduced above—the daily crowd in front of the show windows of the Edison Electric Illuminating Co., of Boston, during a recent display and demonstration of "STAYLIT."

It lights
you
out

The **STAYLIT**
PULL CHAIN SOCKET

Then
out goes
the light

fills a long felt want in every home, office, store and factory. There is nothing like it on the market today. It is not an ordinary "dimming" device. Nor is it a "pilot light". *It keeps the lamp burning at full brilliancy for a minute or more after you pull the "OFF" chain.* Lamp lights instantly, as in any other socket, when you pull the "ON" chain.

STAYLIT will attract attention to your store.

Guaranteed
Approved by the
Underwriters

Jobbers
Protected

*Write at once for discounts
and "Where was Moses"*

Tremont Products Co.

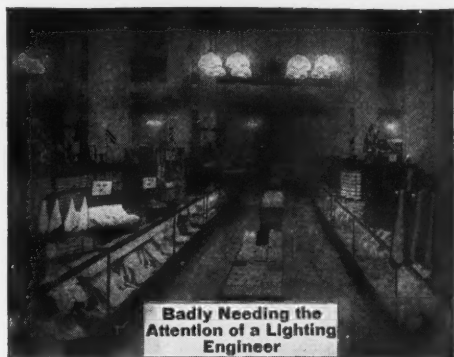
(Sole Manufacturers and Patentees)
214 High St., Boston (9) Mass.

Every Staylit
is equipped with a
Radium
Luminous Pendant
that glows in the dark





You Too CAN TAKE A STORE



looking like this -and- make it look like this
if you will tie in with our
Illuminating Engineering Service
and the Direct-by-mail Store Lighting Campaign.

Write our nearest District Office for full details

Westinghouse Lamp Company
165 Broadway, New York, N. Y.

Sales Offices and Warehouses Throughout the Country
For Canada: CANADIAN WESTINGHOUSE CO., Ltd., Hamilton, Canada

Westinghouse



Three folders worth
having

After Christmas!

The practice of giving money at Christmas time is now very popular, because the one who receives money has the satisfaction of selecting his or her own gift.

One way of stabilizing "after Christmas business" is to get your share of these late buyers by calling their attention to the complete line of Westinghouse irons. These irons will present a powerful appeal to all women who have Christmas gift money.

There are styles for every need—a light travellers' iron—medium weight household irons—and heavy tailoring irons.

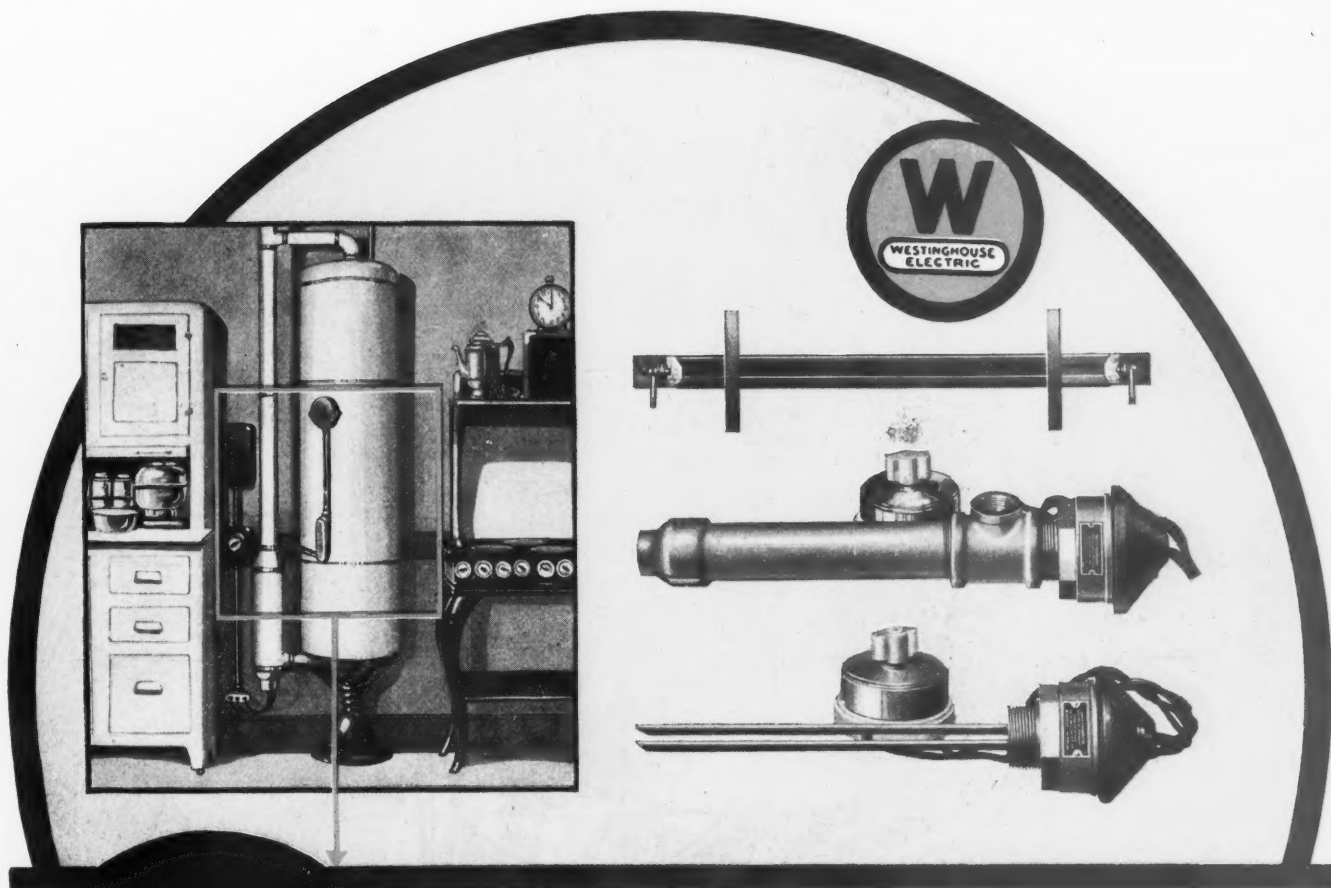
Obtain copies from our nearest agent-jobber of folders 4425, 4426-A and 4449, on irons and appliances, and distribute them among your prospective customers.

**Westinghouse Electric & Manufacturing
Company**

Mansfield Works, Mansfield, O.

Sales Offices in All Principal American Cities

Westinghouse



Set the heat indicator on the Automatic Temperature Control at the desired point —

— then turn the switch which starts the electric current through the heaters —



— next, draw hot water at the correct temperature.

It's Automatic and Can't Forget

The Westinghouse Automatic Temperature Control means a constant hot water supply at all hours at the lowest cost to the user. It conserves electricity by automatically turning off the current when the water reaches the predetermined temperature set on the thermostat.

This automatic control is used with both of the Westinghouse hot water heating systems.

The "Strap-On" heater system consists of one or more of the standard Westinghouse Space Heaters fastened to the outside of the water tank and covered with heat insulating material. The Strap-On heaters should be used for heating hard or alkali water because they do not cause the tank to become coated with scale.

The "Bayonet Immersion" Heater system is so constructed that it may be inserted directly in the water.

Ask our nearest Agent-Jobber for additional information.

Westinghouse Electric & Mfg. Co.
Mansfield Works, Mansfield, Ohio

Sales Offices in All Principal American Cities

Westinghouse

One Motor With a hundred uses for the HOME-SHOP and STORE



A New "After-Christmas" Idea!

What can you sell after Christmas; after peak holiday sales are past?

Westinghouse offers you a new suggestion—an "After-Christmas" sales plan that will keep your sales going strong.

It is the idea of selling the **small motor** to the storekeeper for his coffee grinder, and to the man at home for his odd jobs—for a power work bench.

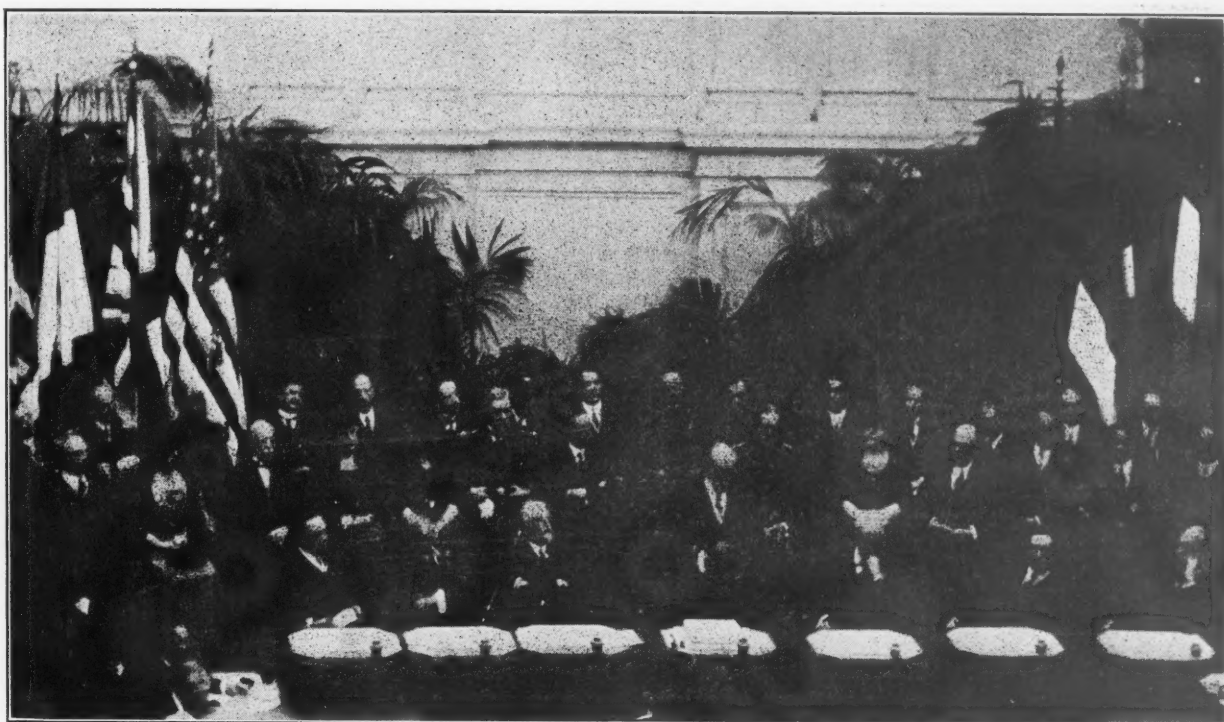
These sales are not hard, your customers are generally enthusiastic over the many handy jobs this inexpensive little motor will perform, and enthusiasm fosters permanent customers.

Are we not right?

Westinghouse Electric & Manufacturing Co.
East Pittsburgh, Pa.

OFFICES IN ALL PRINCIPAL AMERICAN CITIES

Westinghouse



Hughes Delivering his World-Inspiring Address at the Disarmament Conference

© Underwood & Underwood

Ingenious Initiative Will Build the Electrical Successes of 1922

WHEN the Harding-Hughes plan for the conference on disarmament was announced, people said it wouldn't work; that it was too radical; that the great powers would never consent to take part in the frankness of the new diplomacy. It was an old plan; but the method was new.

But the war changed things! It's a new world we're living in—a world where the man who sticks to yesterday's methods is quickly outdistanced. And so the Harding-Hughes conference is helping to save the world from bankruptcy and putting barriers in the way of the sacrifice of young lives. *Ingenious Initiative* is bringing success.

* * *
We electrical retailers, jobbers and manufacturers, whose job it is to serve

the American home with the electrical necessities that make for better living, must take a Harding-Hughes attitude on our jobs. From a business standpoint, quite as much as from a diplomatic view, the world has taken on new characteristics.

Instead of protesting at lowering prices—prices that will not climb again for years, perhaps—we must generate *ingenious initiative*. We must find new ways of exchanging fixtures, and appliances and wiring service for cash. We must forget that two years ago customers would come behind our counters to look for us, and we must go out and look for them in their homes, their offices, their shops and their factories.

Ingenious Initiative Will Build the Electrical Successes of 1922!

Electrical Merchandising

Tenth Avenue at 36th Street
New York



"HOOVER WEEK"

December 8-15

The Saturday Evening Post of Dec. 10th will carry a special full page announcement of Hoover Week, inviting the public to attend store demonstrations. In addition millions of Hoover full pages in the December issues of the leading magazines will feature "Give her a Hoover for Christmas." It will be to the advantage of every Authorized Hoover Dealer to enter heartily into the spirit of Hoover Week

The
H O O
It Beats . . . as it

Over \$40,000 in Hoover Sales on a \$4,000 Stock Investment, in One Year!

At Little Rock, Ark., with 8,000 wired homes, the Electric Construction Company has found it extremely profitable to sell The Hoover.

"Continually going after business," they write us, "by newspaper advertising, billboards, show-window displays, telephone and individual solicitation, special mail advertising and advertising matter enclosed in all mail to possible customers," has brought splendid results.

A Hoover demonstration table is maintained close to their store entrance. One of their best windows is used almost continuously to feature Hoovers.

"Hoovers, like all other lines of merchandise, will not sell themselves," advises Mr. F. C. Bragg, their aggressive president, "but if the dealer will really work, he will find that The Hoover Suction Sweeper Co. will give him

efficient co-operation and that his Hoover department will prove attractive, not only from a profit standpoint but from the standpoint of *bringing to his store many customers who otherwise would not trade with him.*"

While their stock investment in Hoovers averages \$4,000, last year their Hoover sales exceeded \$40,000. This means that they placed Hoovers in nearly 10% of the wired homes in their city during a single year!

For 1921 their sales will come within about ten thousand dollars of last year's figure, and they have set \$50,000 as their Hoover goal for 1922.

Now is the time for you to consider The Hoover and the Hoover Resale Plan for the ensuing year. In fact, if you act promptly, there is still an opportunity to share in the Hoover Christmas-gift trade. Send for our representative at once.

THE HOOVER SUCTION SWEEPER COMPANY, North Canton, Ohio

The oldest and largest makers of electric cleaners

The Hoover is also made in Canada, at Hamilton, Ontario

V E R

Sweeps as it Cleans

The Hall of Ten Thousand Buyers

NEVER in the history of the lighting fixture industry has there been such a business opportunity as will be offered by the great Fixture Market to be held by the National Council of Lighting Fixture Manufacturers, at Milwaukee, Jan. 30 to Feb. 4, 1922.

Extensive building programs—more stabilized industrial conditions—greater confidence in the prosperity in store during 1922—all these signs point to a healthier trade condition than this country has seen for years.

Are you a buyer of Lighting Equipment?—At the Milwaukee Fixture Market more than one hundred and fifty of the leading makers of lighting fixtures, portables, illuminating glassware, and lighting appliances and novelties, will be represented. The best designs the country affords are available for you to select from.

Are you a manufacturer? Buyers from New York to Seattle, from Canada to Mexico, and all points between, will be present to replenish their stock for the coming year. In this, the greatest annual event of the Fixture Industry, the National Council offers you a unique opportunity to get in personal touch with your present customers, and to secure new ones.

To all who are interested in better lighting and fixtures, the National Council extends a cordial welcome to the greatest Lighting Fixture Market in the world.

Write for fuller details to



Interior of Milwaukee Auditorium, where the 1922 Fixture Market Lunches will be held.

Come to Milwaukee, Jan. 30—Feb. 4

Joint Convention:

National Council Lighting Fixture Manufacturers, Lighting Fixture Dealers' Society of America and Illuminating Glassware Guild.

Fixture Market:

The Greatest Display of Fixtures, Shades, Portables, Lighting Novelties and Appliances and Illuminating Glassware.

Better Lighting Week:

A wonderful city-wide public demonstration of the Advantages of Better Lighting, and concluding with the marvelous "Pageant of Light."

*Reserve Your
Booth Space
NOW*



Chas. H. Hofrichter, Secretary

The National Council Lighting Fixture Mfrs.

*Headquarters, 231-233 Gordon Square Building
Cleveland, Ohio*

Pres., F. R. Farmer

Vice-Pres., Wm. Horn

Treas., B. F. Klein

Sec'y, Chas. H. Hofrichter



THE ARROW ELECTRIC COMPANY

Principal Office and Factory
HARTFORD, CONN.,

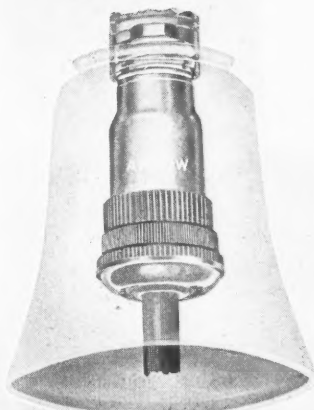
December 1921.



Mr. Contractor - Dealer:

Here's a new device that is easy to sell,
the Arrow Convenience Plug, No. 8301.

This Plug is just what a great many people
have been waiting for and every householder is a
prospect for a sale.



On account of the long body ($2\frac{1}{2}$ ") it can
easily be attached to wall brackets with glass
shades and sockets, which are ordinarily only ac-
cessible with considerable inconvenience.

In all respects other than the long body
this Convenience Plug is similar to our regular
standard plug and interchangeable with all makes
of standard receptacles.

Arrow Convenience Plugs are packed in
Display Cartons which can be shown on
your counter or shelf.

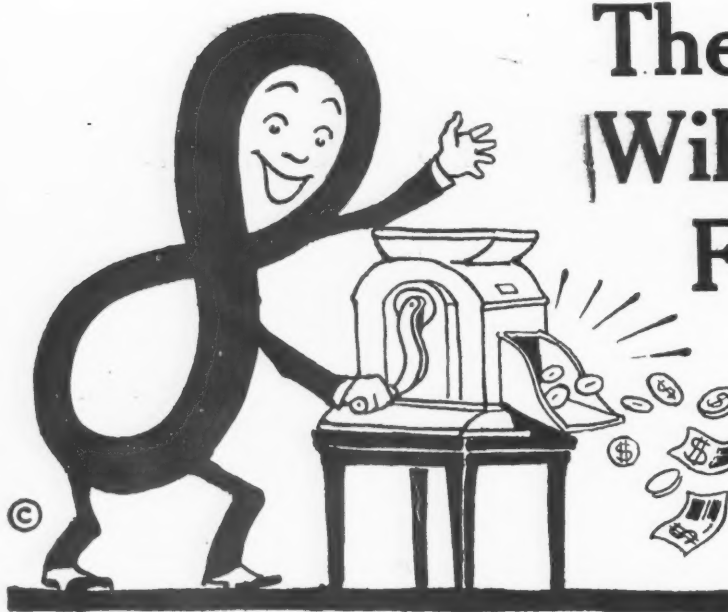
List price 35¢, standard package of
50. For discounts see your jobber.

Very truly yours,

THE ARROW ELECTRIC COMPANY

H. A. Bond
Sales Manager.





The Figure 8 Will Make Money For You

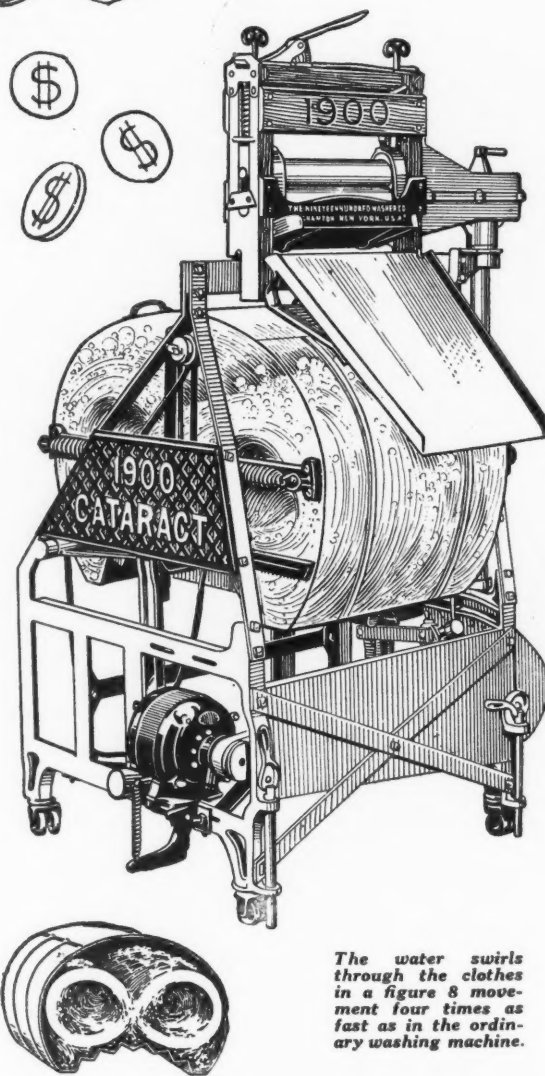
The famous figure 8 motion of the water through the clothes—originated by the 1900 Cataract Washer—is the greatest selling feature ever embodied in any washing machine. The tub is suspended in such a way that it swings and rocks at the same time, sending the hot, soapy water back and forth through the clothes four times oftener than any ordinary washing machine. And this exclusive feature of the 1900 Cataract Washer will make money for you.

Then there is the solid copper tin-planished, rust-proof tub that wears so well and withstands even the hardest water—the swinging reversible wringer which so greatly simplifies the whole washing process—the long-lasting specially-designed motor—and the arched baffle-plate bottom which gives greater washing power to the machine by forcing the water under, over and through the clothes.

Furthermore—as the housewife will quickly notice and appreciate—there are no parts to cause wear and tear on the clothes—nothing to lift out, nothing to clean and no enclosing body to get damp and invite vermin!

These features make the 1900 Cataract Washer easy to sell. And once you have installed it, you can be sure your customer is going to be pleased.

Write for agency details.



The water swirls through the clothes in a figure 8 movement four times as fast as in the ordinary washing machine.

1900 CATARACT WASHER

1900 WASHER COMPANY
203 Clinton St., Binghamton, N. Y.

Canadian Factory and Office,
CANADIAN 1900 WASHER COMPANY
357 Yonge Street, Toronto



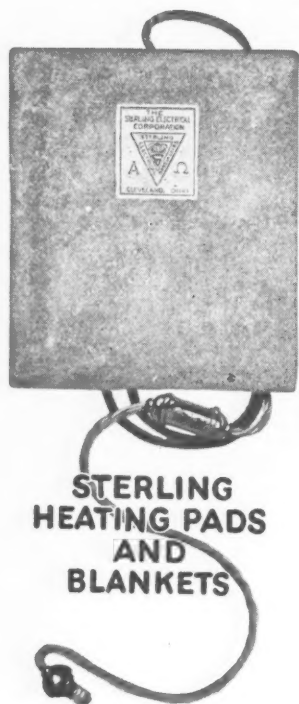
A Quality Product for Christmas Trade

The Premier
FIRST AMONG CLEANERS

Dealers invariably are quite as proud to sell The Premier as their customers are to buy it. They are suggesting The Premier now as the ideal Christmas gift because of its consistently high quality and consistently low price. Just after Christmas, gifts received in the form of cash will again be used, as in the past, to buy "something useful," another way of saying "The Premier."

For Information, Write to Sales Department

ELECTRIC VACUUM CLEANER COMPANY
Cleveland, Ohio



1922—and an Ideal

There was a time—and not so long ago when Electrical Heating Appliances were not satisfactory from the standpoint of service. This condition was due to the fact that the manufacturer could not afford to put the development and material into his merchandise to make it of the highest quality because the resale price did not warrant any such effort.

Appliances were originally sold only on the basis that they consumed current and were profitable to the central station because of that fact.

The last few years that condition has changed and Heating Appliances have been brought up to a point of development that insures lasting satisfaction to the customer.

The last few months, due to business depression and keen competition many new manufacturers have entered the field with under-priced apparatus, and not realizing the history of Heating Appliance business, have failed to maintain a high standard of quality.

There is danger in this situation and it will pay the Electrical Dealer to think not only in terms of the present, but of the future when buying electrical merchandise for resale.

The Sterling Electrical Corporation intends to maintain under all conditions the same high standard of quality in their merchandising that has characterized their products in the past. We intend at all times to make our prices fair. Our discounts are as liberal as any one in the field.

We have an ideal and intend to live up to it.

Warming Pads
Size 12 in. x 15 in.
Price \$9.00

Heating Blankets
Size 43 in. x 63 in.
Price \$150.00

Violet Ray Generator
Six Types
Price \$20.00 to \$45.00

Warming Pads and Blankets—Violet Ray Generators

The STERLING ELECTRICAL CORP.
West 28th St. at Church Ave., CLEVELAND, O.



Get Xmas Business *with the* **APEX** at 1916 Prices!

Of course there will be Christmas buying. Unemployment is decreasing. Business is picking up. People are feeling more like normal spending. But they want real values. No price inflation. Set a figure one whole year farther back than "pre-war" and you have their interest. Show them the 1921 Apex, and you have a sale.

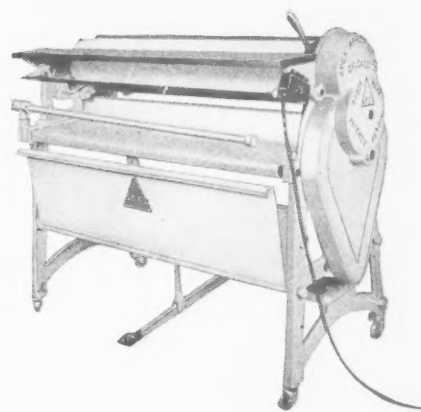
Greatest values of all

This year the Apex reached its highest development. It was the crowning washer of them all. More durable, more beautiful, more practical—with the Apex oscillating tub which has made it famous. Then the prices dropped. Apex washers and ironers, with all their latest improvements, went back to the price level of five years ago.

These are facts which impress any purchaser. They are facts which will get customers for you—now—at the Christmas buying season, if you get in touch with us right away.



APEX APPLIANCE COMPANY
3223-3261 West 30th Street
Chicago, Illinois



Apex Domestic Ironers

possesses the latest improvements—the open-end roll, which even irons shirtcuffs and collar bands; light action hand release just beneath feed board; convenient grouping of controls, all at the finger tips; clothes apron; all metal construction; white enamel finish; everything to help and to please the housewife.



Oldest and largest exclusive manufacturers of electric washing machines.

700,000 machines in use.

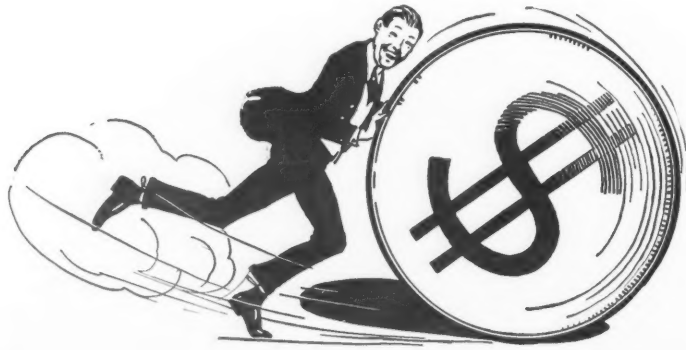
Service that means satisfied customers and more sales.

A financial plan that carries your easy payment contracts.

Write for full details

Hurley Machine Company
New York CHICAGO Toronto





What rapid turnover does to business

IT is perfectly obvious that the number of turnovers are as vital to a business as the amount of profit on each turnover. Doubling turnovers doubles the profit on the stock investment. Tripling the turnovers triples the profit. Turn over your stock once a month or twelve times a year and you multiply the profit on your stock investment *twelve times*.

That is exactly what the average Laun-Dry-Ette dealer is doing—turning over his entire stock of Laun-Dry-Ettes each month. Twelve times a year.

We don't ask Laun-Dry-Ette dealers to carry big stocks—never force them to take stipulated monthly shipments—except for their own protection. We insist only that they give the Laun-Dry-Ette a fair chance—that they put intelligent effort upon selling it.

And then the Laun-Dry-Ette begins to talk for itself.

It talks in terms of quick turnovers. It speaks unmistakably of clean-cut sales that stick. It is impossible for us to paint a picture of what it will do for the dealer who takes it on—that is *in any way equal to what the machine itself will tell you after you've sold it a while*.

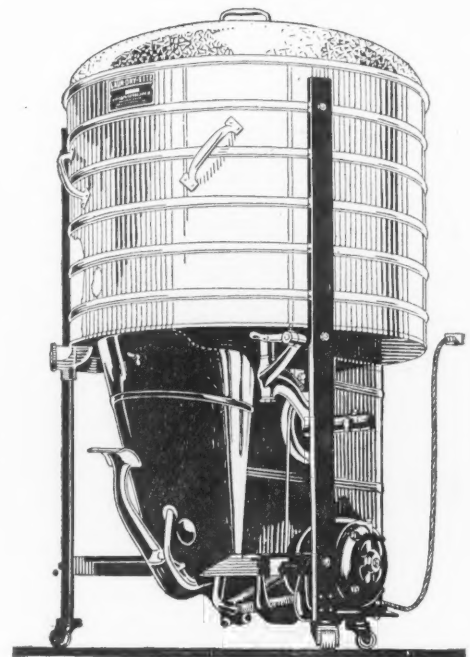
The best salesman for the Laun-Dry-Ette is one who has tried all sorts of wicked tests but failed miserably to make the machine show the

white feather at any point. He *knows* the machine. He has a big appreciation of its marvelous versatility.

By the same token *the best boosters for the Laun-Dry-Ette are dealers who have sold it—dealers who are selling it now*.

They *know* why Laun-Dry-Ette dealers are prosperous.

Our campaign for a dealer in every town is still on—and it is in your own interest to get in touch with us now. Write.



"If it has a wringer it isn't a Laun-Dry-Ette"

The Laundryette Manufacturing Company
1178 East 152nd Street, Cleveland, Ohio

LAUN-DRY-ETTE

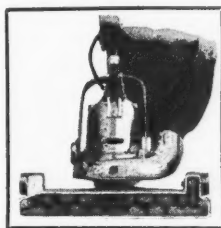
electric washing machine

WASHES AND DRIES WITHOUT A WRINGER

Unusual Sales Opportunities and Mechanical Advantages of the

Liberty

ELECTRIC VACUUM CLEANER



Special Traction
Driven Brush.



Bayonet Lock Bag
Connection.



Direct Motor Connected
Attachments

- 1—Agency territory may be had.
- 2—An advertising allowance for local newspaper advertising is given with every cleaner purchased.
- 3—The cleaner carries an exceptionally attractive dealer's profit.
- 4—The dealer may discount his time paper through our finance company if he desires.

The Liberty's Outstanding Mechanical Advantages are:

- 1—Special traction-driven nozzle brush.
- 2—Wide cleaning nozzle.
- 3—Exceptionally strong suction.
- 4—Low clearance.
- 5—Simple and positive nozzle adjustment.

These sales and mechanical advantages are the primary reasons for the Liberty's increasing popularity.

Since the recent announcement of the Liberty, the following distributors have been appointed:

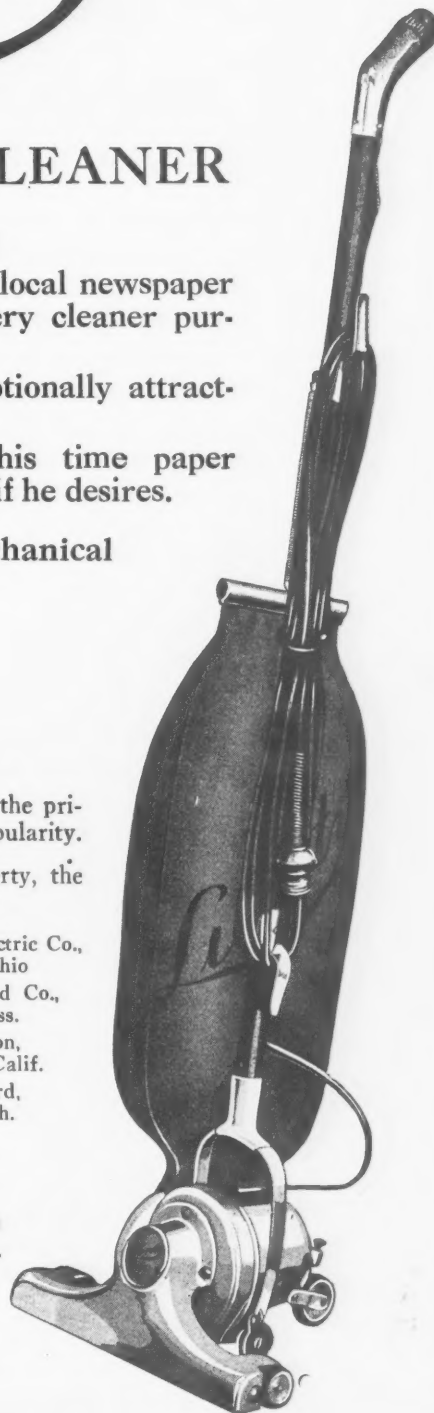
Newark Electrical Supply Co., Newark, N. J.	Avery & Loeb Electric Co., Columbus, Ohio
Utica Electric Appliance Co., Utica, N. Y.	Foster-McDonald Co., Boston, Mass.
Rumsey Electric Co., Philadelphia, Pa.	A. A. Wilson, Los Angeles, Calif.
Joseph A. McAnerney Co., New York City	Walter Secord, Seattle, Wash.

*Write to Sales Department for
Territory Still Open.*

Write us to have a sales representative
call to see you regarding this cleaner.

Address Department L.

Electric Vacuum Cleaner Company, Inc.
Cleveland, Ohio



CLOVER LEAF

A High Calibre Washing Machine at a Moderate Price

\$115.00

A New Washing Action embodied in this Machine

THE Clover Leaf is an oscillating type washer, and the new clover leaf shaped tub introduces an entirely new washing action. The clothes, water and soap, are tossed back and forth with a thorough cleaning action, which cleans the clothes, leaving them undamaged by any violent action. Washes anything from heavy blankets to fine lingerie.

Every detail of manufacture is of the highest quality design, and built for a long life of service. Copper tub tin-lined, four-point swinging wringer with safety release, fully enclosed gear drive and brass drain faucet threaded for hose connection, are features which show the quality of the Clover Leaf.

The Wells H. Press Company
Streator, Illinois

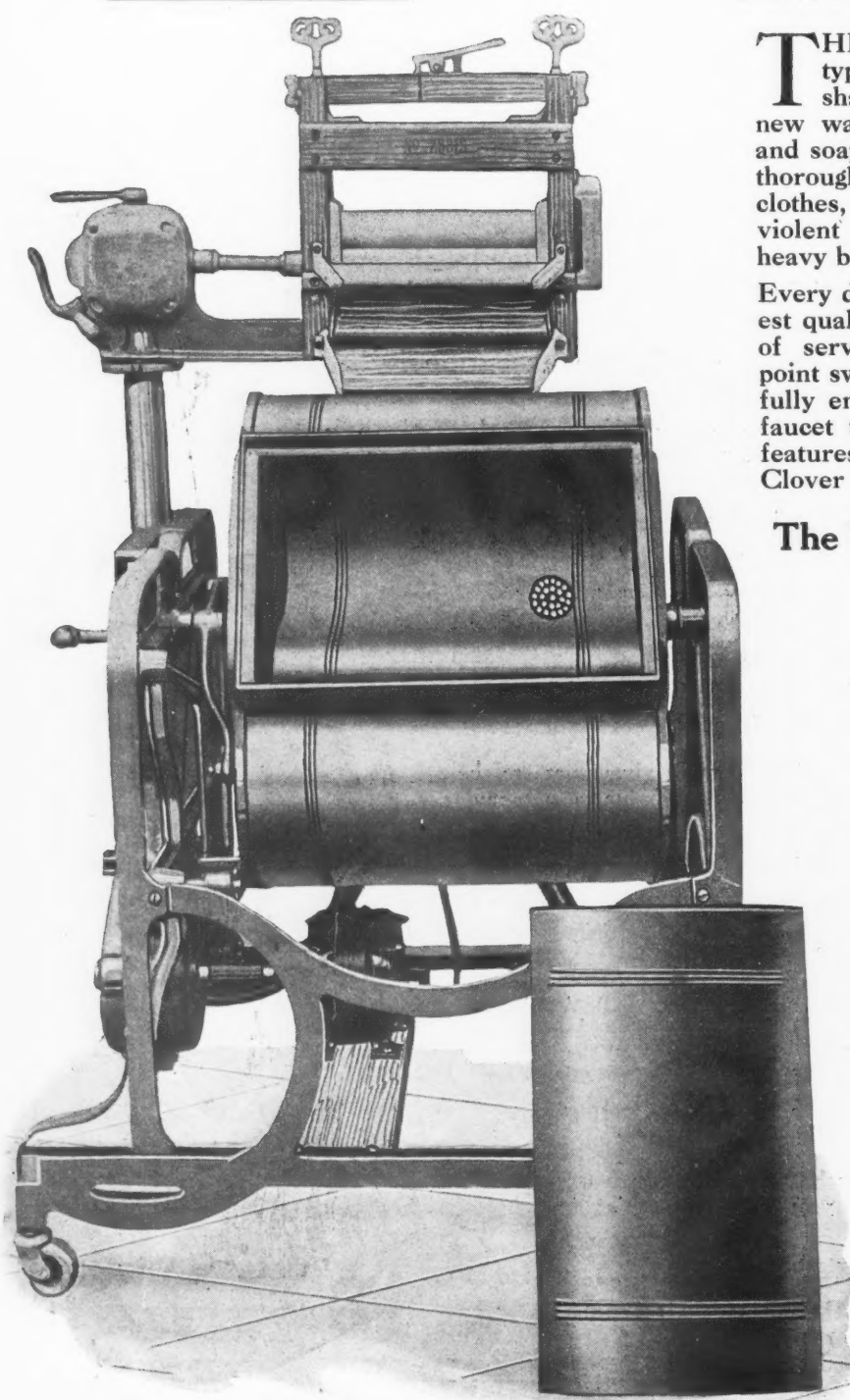
Dealers— Note This

The Clover Leaf is backed by an old, well-established concern.

We have striven to make this a machine of the highest possible quality, which would sell at a price which is commensurate to the income of the average family.

We can candidly say that, judging from the satisfaction that the Clover Leaf has given, it is a machine which will profit you to put on your floor.

**Write for
our terms**





Well pal—

COCKLEBURRS and Horses-tails have little to do with selling washing machines unless you handle the G-R-S.

Every buyer of a G-R-S Washer becomes such a satisfied user that the customer will stick to you like a cocklebur to a horse's tail.

One fine thing in selling the G-R-S, which the prospective dealer doesn't realize, is the low service costs which safeguards your sales profit.

The G-R-S fits in with better merchandise because it is a quality product throughout and is built to give Good, Reliable Service for practically a lifetime. Made in Family and Institutional Sizes.

GENERAL RAILWAY SIGNAL COMPANY

ROCHESTER, N.Y., U.S.A.

NEW YORK

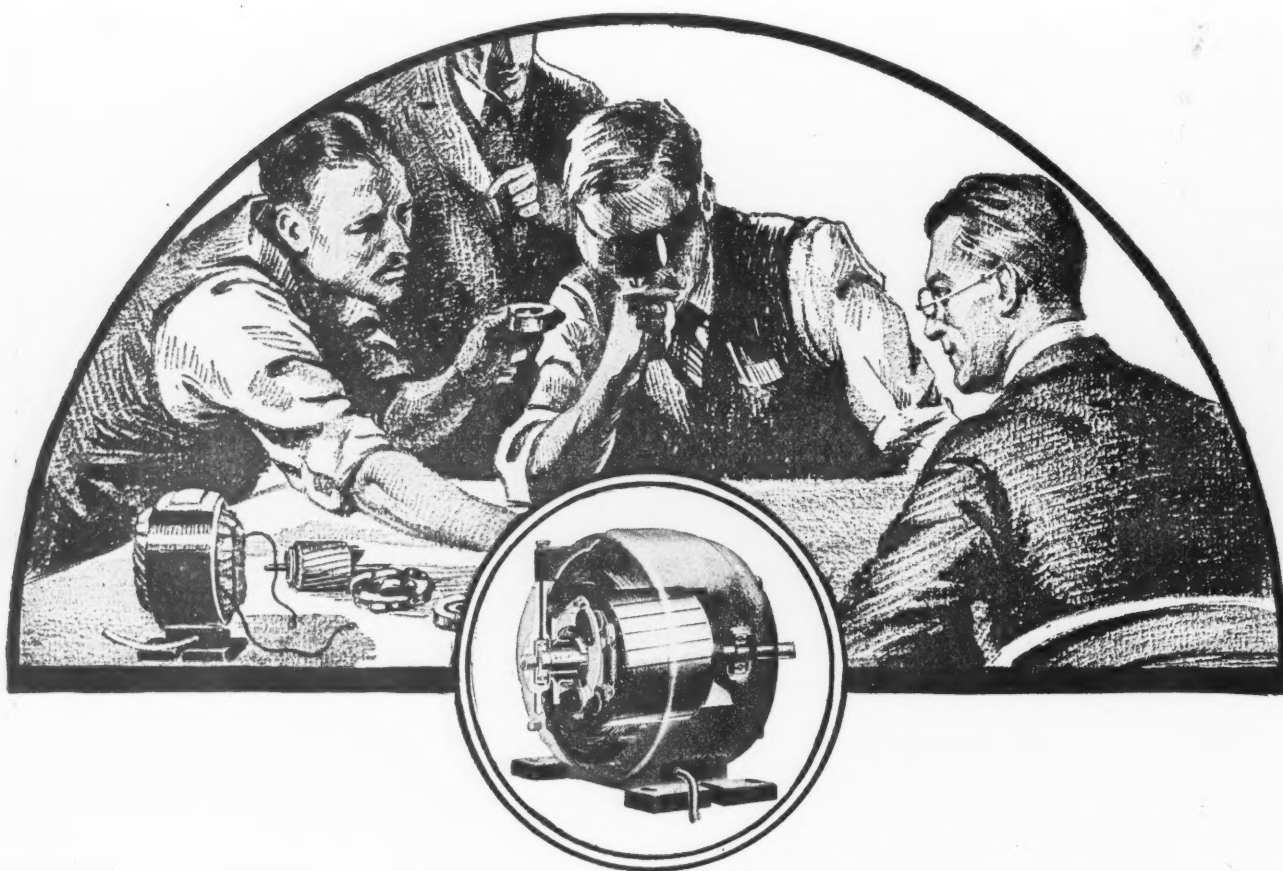
CHICAGO

MONTREAL

MELBOURNE



ELECTRIC
GRS Clothes Washer



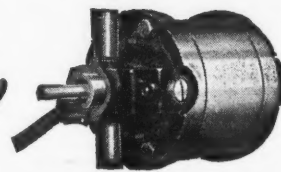
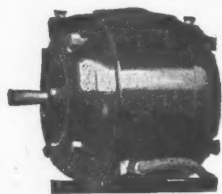
Two Groups of Engineers

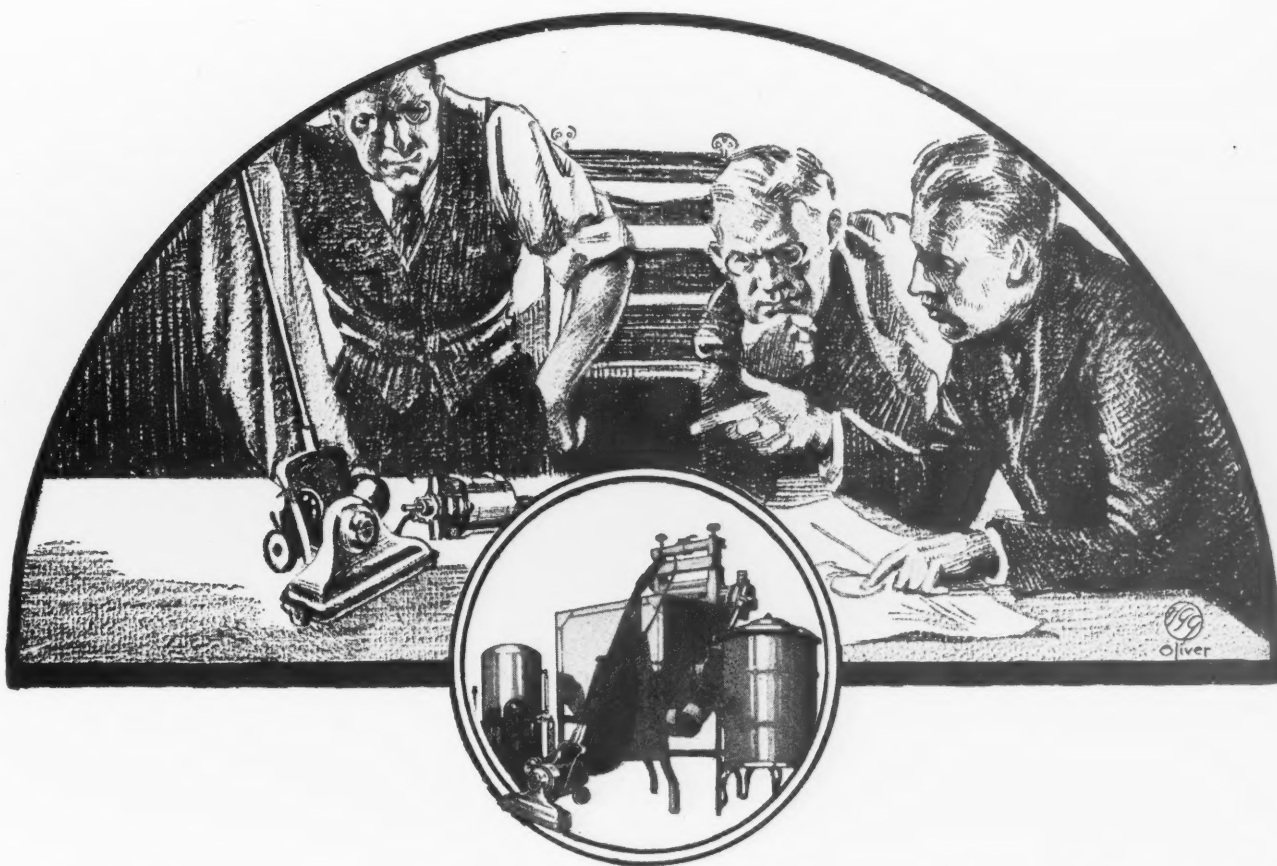
The feminine mind forgets that there are limits to the endurance of the average electric motor. For months housewives neglect the vacuum cleaner; they unconsciously overload the electric washer, subjecting both machine and motor to undue strains. When trouble develops, the service man is wanted—*right away*. And the trips of the service man eat into the sales profit.

The Domestic method of motor application largely prevents this costly performance. When an appliance is to be Domestic equipped, two sets of engineering brains are involved.

Domestic designers meet with the engineers who designed the appliance. Together they devise a motor or an application for the specific task of

Domestic Electric
TRADE MARK REG
Motors





reduce your Service Costs

best operating the appliance in question. Every electrical and mechanical detail is taken in consideration. Even the unconscious neglect on the part of the ultimate user is taken into account. Then all of these facts serve as a basis for the characteristics of a motor, or in the case of a washing machine, the motor application. So each Domestic motor is a result of special study, special

design, and special application to withstand the unusual conditions of neglectful home care.

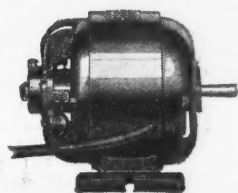
For dealers selling Domestic equipped appliance, this means a great reduction in motor troubles, a great reduction in service calls, a great reduction in service costs—and an increase in net profits.

THE DOMESTIC ELECTRIC CO., CLEVELAND

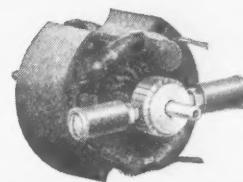
(15)

Domestic Electric

TRADE MARK REG



Motors





A Plan for Selling More Machines that's Safe— that's Sound—that's Sure

Many Dealers who formerly sold comparatively few Washing Machines *now*, through our cooperative trade-getting service, are selling four or five times as many.

Our selling plan has proven a success the world over. It is founded on equal rights, equal incentive and equal profits—the dealer who adopts it thrives and grows prosperous.

Write us today. We have a *real idea*, a *real organization*, and a *real product*.

Superior Construction

OSCILLATING type—the most popular and easiest-to-sell type of washing machine on the market. Attractive in appearance—rich battleship gray enamel with blue gray trim. Large size tub (8-sheet capacity). All tubs machine made from heavy copper and perfectly double seamed. Always run true. Friction disc clutch insures smooth starting and easy running. Robbins and Meyers motor—removable. Doors in front and back of cabinet—all parts easily accessi-

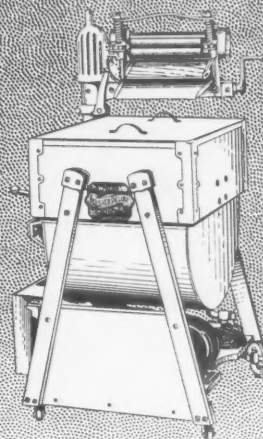
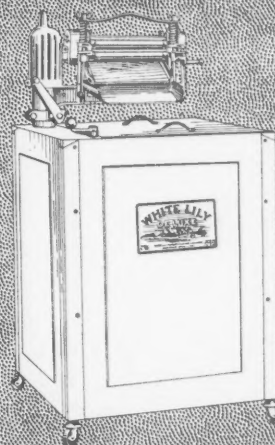
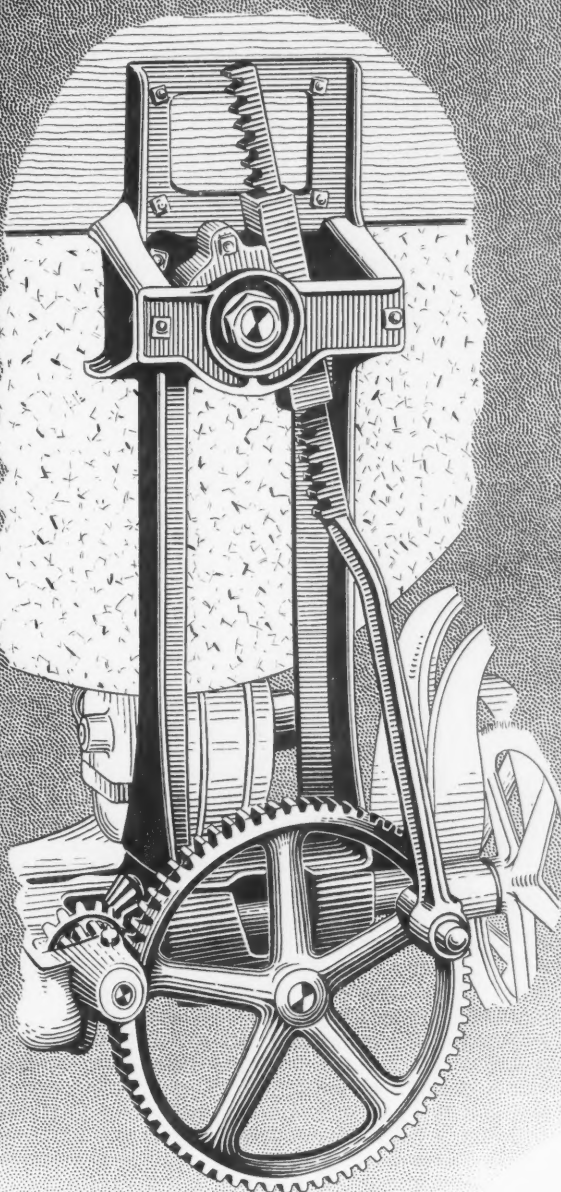
ble. Easy method of draining by hose attachment or into pail. All gears cut and running in oil. Grease cannot get into tub. Steel pitman. Water-proof switch. Adjustable legs to conform to floor level. Lock washers on all bolts. All bolts in tub countersunk—castings attached to tub cannot work loose. Reversible wringer with safety release—locks in any position. Flexible joint in lower wringer roll. The wringer instantly removable.

Superior Machine Co.

(Established 1906)
De Kalb, Illinois

SUPERIOR

**WASHING
MACHINE**



Meeting the National Demand Quality at a Low Price

The driving mechanism used on White Lily Cylinder Type Machines is one of the simplest to be found on any washer on the market today.

This Simplicity, coupled with high grade materials used in construction, reduces serv-

icing to practically nothing and increases customers' satisfaction because of the elimination of troubles.

If you do not now handle the White Lily Line we suggest you get in touch with us at once and take advantage of the remarkably low prices.

WHITE LILY MFG. CO.
DAVENPORT — IOWA

Complete Set of Torrington Electric Vacuum Cleaner Attachments Free with every machine purchased before December 31st.

These attachments are being billed to our dealers without cost during this special pre-holiday drive. This arrangement enables you to offer brand new, fully guaranteed Torringtons complete with attachments to your customers at a saving of \$9.75.

During October and November this offer increased sales nearly 300% over the corresponding period in 1920.

This is a nation-wide drive to establish attachments with the users as a necessary, inseparable part of a high-grade electric cleaner. With the strong TORRINGTON 'suction, they add more than 30% to the utility of the machine.

Torrington
ELECTRIC VACUUM CLEANER

Regular Price

Torrington	\$55.00	cash retail
Attachments	9.75	cash retail
Total	\$64.75	Complete cash price

Special Drive

Torrington	\$55.00	cash retail
Attachments	0.00	cash retail
Total	\$55.00	Complete cash price

**Are You
Getting Yours?**



THE TORRINGTON COMPANY
National Sweeper Division
Torrington, Conn.

Points That Pave The Path To Posi- tive Profits

Cast Aluminum Tub
Table Top Lid
Adjustable Legs
Swinging Reversible
Wringer
Independent Interchange-
able Power Plants
New Aluminum Agitator
25% Greater Capacity
Quiet Worm Gear Drive
Running in Oil Bath
Automatic Control
Enclosed Working Parts
Drain Without Tipping



*Maytag Aluminum
Electric Washer,
Single Tub Model*

The Machine of Double Profit

Maytag

ALUMINUM WASHING MACHINE

Always the most highly developed washing machine produced, the Maytag now has double profit power. A new principle of "adding on" capacity is a feature which makes every Maytag purchaser a live prospect for later resale profit for the dealer. The cast aluminum tub cannot be surpassed for quality and will give a lifetime of service and satisfaction.

This feature permits increased capacity by simply adding another tub thereby doubling capacity—all operated by the same power plant. The new combinations of "six machines in one" enables dealers to double and even treble turnover without carrying an excess of stock.

The new aluminum Agitator offers a new departure in washing machine operation that is a decided innovation. It combines simplicity and efficiency, washing clothes thoroughly in less time and positively without wear on fabrics. This is proved by the entire absence of lint in wash water.

The new metal wringer is an exclusive Maytag feature found only on the Maytag washer. Proved by performance the most perfect wringer made.

Besides this extraordinary improvement the Maytag embodies all the essentials of perfection in efficiency, simplicity and safety which has made it the world's leader.

Latest Catalog FREE

Mail the "Do It Now Coupon" for new general catalog of the most complete line of electric and gasoline power washers on the market. Best known because most advertised; most in demand because best made. There is money in selling washing machines. You will make most money by selling the best—that is the Maytag.

THE MAYTAG COMPANY, Newton, Iowa

Makers of Maytag Multi-Motor, Electric, Belt and Hand Power Washers
Branches at Philadelphia, Pa., Indianapolis, Ind., Minneapolis, Minn.,
Kansas City, Mo., Portland, Ore., Winnipeg, Man., Canada, and The
Maytag Co. of England, 323 Caledonian Road, King's Cross, London.

Do It Now Coupon

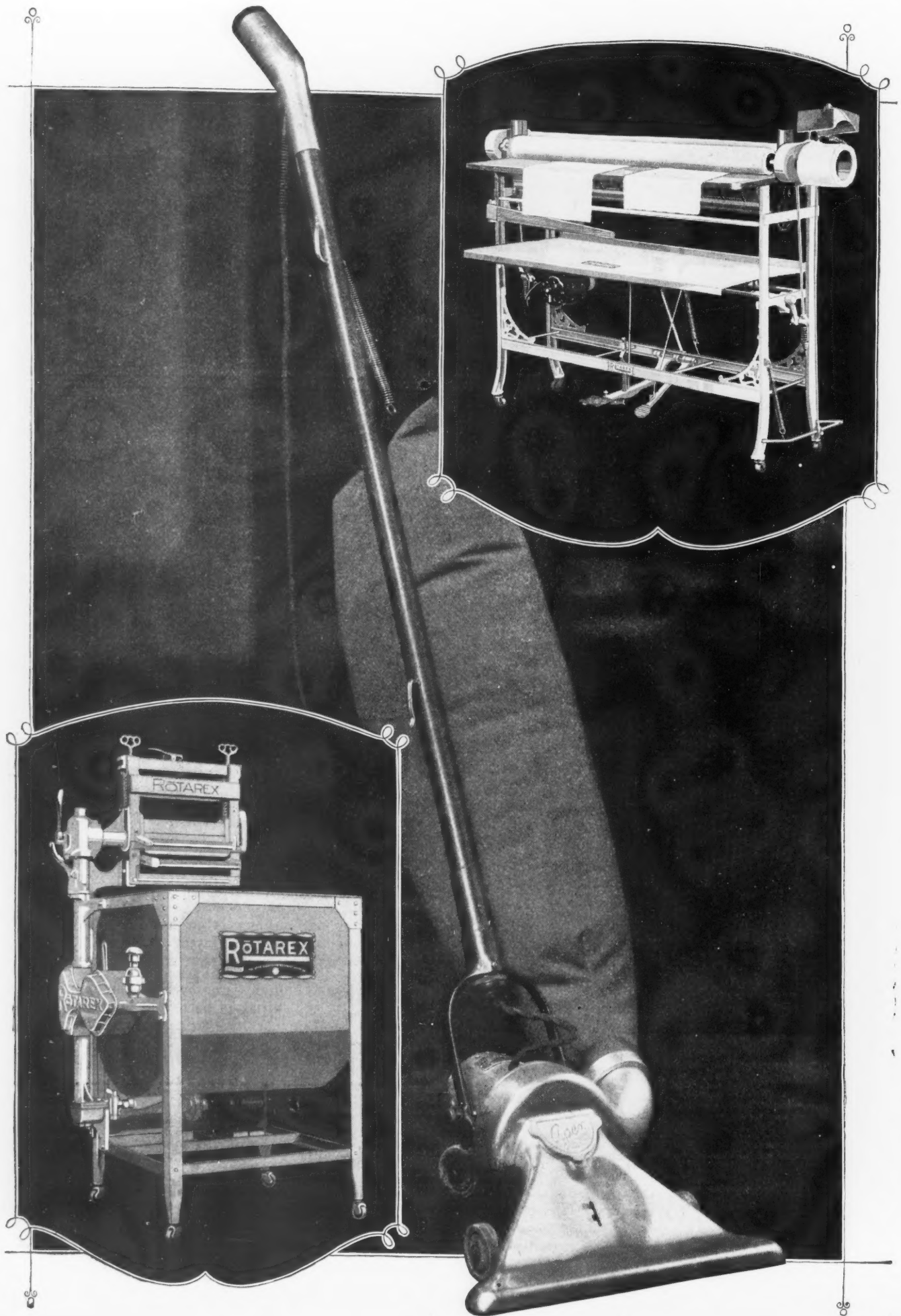
The Maytag Company
Newton, Iowa

Please send me absolutely FREE and without obligation your latest general catalog of the Maytag line of washing machines.

Name

Address

To via State



An Everyday Experience of "Big Three" Dealers

NEW

RETAIL PRICES

The
ROTAREX
ELECTRIC CLOTHES WASHER
formerly the RoTAPEX

Now \$137.50

Apex
ELECTRIC SUCTION CLEANER

Now \$52.50

The
ROTAREX
HOME DOUBLE ROLL IRONER

Now \$137.50

Three Sizes

"One thing more, Madam. I have shown you the many advantages and the high grade construction of the ROTAREX Washer and the ROTAREX Ironer. I have explained their many exclusive features. But I do not hope to take your order until I have convinced you that you are safe in dealing with the manufacturers of these two machines."

"Never mind, Mr. Dealer. I have been a warm friend of the Apex Electrical Distributing Company for a long time—ever since I bought my APEX Electric Suction Cleaner. I don't need any proof of the company's high quality standards and responsibility. Indeed, you couldn't sell me any other Washer or Ironer than these. Please deliver them as soon as you can."

Not only the product but the manufacturer, too, must be SOLD, as every successful dealer knows.

Why burden yourself with the endless extra work of selling three or even two different manufacturers? Consider how much this part of your work is simplified when you sell "The Big Three."

Cumulative and certain are the results to the dealer no matter which of these three great labor saving appliances his customer purchases first—the APEX Electric Suction Cleaner, the ROTAREX Home Double Roll Ironer, or the ROTAREX Electric Clothes Washer, "Built to do 10,000 Washings."

Write for our proposition on any one or all three of these leaders.

The Apex Electrical Distributing Company
1067 East 152nd Street
CLEVELAND, OHIO

Export Office and Show Room:
561 Eighth Avenue
NEW YORK, N. Y.

Canadian Factory:
APEX ELECTRICAL MFG. CO., LTD.
102 Atlantic Avenue, TORONTO, ONTARIO

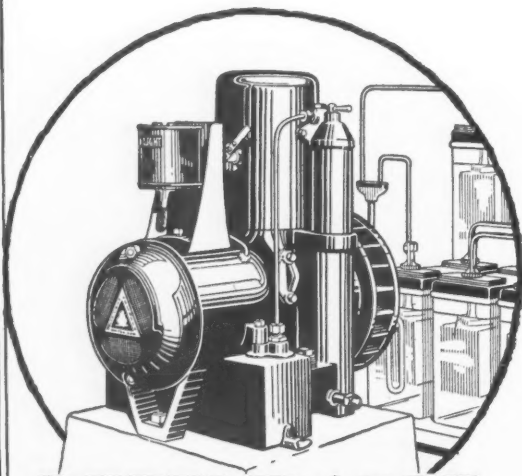
\$87¹²

*Balance in Easy
Monthly Payments*

**Every Farm Home can now
have Delco-Light**

**32 Volts
600 Watts
Cash Price
\$295**

f.o.b. Dayton, Ohio



DEPENDABLE

DELCO-LIGHT

More than 140,000 Satisfied Users

A SMALL first payment of \$87.12 and the balance in easy installments, will now buy a 32 volt, 600 watt Delco-Light plant complete with batteries.

This plan enables anyone to install a Delco-Light plant now and let it pay for itself while they are using it.

It will furnish bright, safe and economical electric light to every part of their house and barn. It will also provide smooth, quiet, electric power to separate the cream, churn the butter, run the washer, the wringer, the vacuum cleaner or pump the water.

This is one of twenty-five styles and sizes of Delco-Light, any of which may now be bought on easy terms with proportionately small cash payments.

Mail the coupon today for the Delco-Light catalog and complete details of the easy-payment plan.

DELCO-LIGHT COMPANY
Dayton, Ohio

**MAIL
THIS
COUPON**

DELCO-LIGHT
COMPANY
Dayton, Ohio

Please send without obligation to me, complete information about Delco-Light and your new time-payment plan. EM-1

Name.....

Address.....

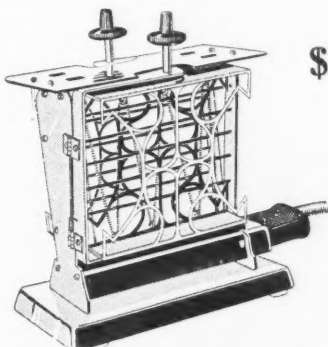
County.....State.....

STAR *Electrical* Necessities



Star
Electric
Hair
Dryer
\$12.50

Lightest, made right, highly efficient. Hot or cold air instantly by pressing button in hand. A big seller!



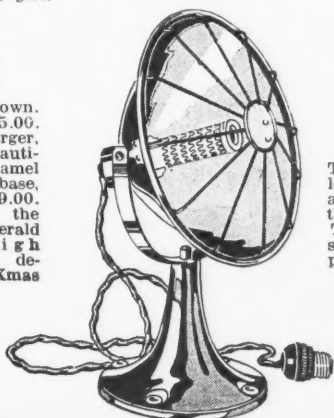
\$5

Star Reversible Type Toaster
Beautiful sparkling nickel. New way of turning toast. Operates quickly. Ideal for Xmas gift.

Star Electric Heaters

Model A shown. Retails at \$5.00. Model B, larger, finished in beautiful blue enamel on pedestal base, retails at \$9.00. Both up to the regular Fitzgerald standard, high quality and design. Ideal Xmas gifts.

\$5
and
\$9



Star Electric Vibrator

The famous star leader. More than a million sold. Still the best at its price. Three applicators, six feet of cord and plug.

\$5



\$12.50

Star Motor-Driven Vibrator

Stands out among the biggest Vibrator attractions on the market. Sparkling nickel, ebonized handle. Four specially made applicators, six feet of cord and special plug. Comes in handsome black leatherized box.

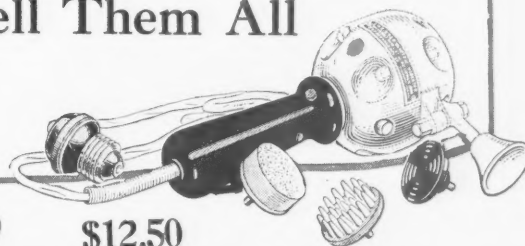
Your Reputation

Naturally, you want to sell *satisfaction*—complete satisfaction—to every customer. Thus you protect your reputation. If you carry and feature the Star Line, you *do* sell satisfaction. For every Star product is thoroughly guaranteed, consistently advertised; and we stand back of you on *every Star transaction!*

Star dealers push our easy-to-sell specialties, primarily because they *know* there's a big demand for them; second, because they *know* the dealer's profit is very satisfactory; third, because they know Star Products *never fail to please!*

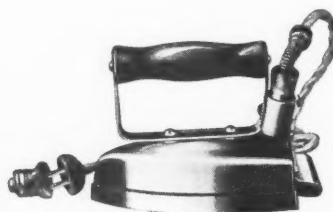
Fitzgerald Mfg. Co.,
Torrington, Conn.

Star Specialties
Outsell Them All





"QUALITY EXPRESSED IN PERFORMANCE"

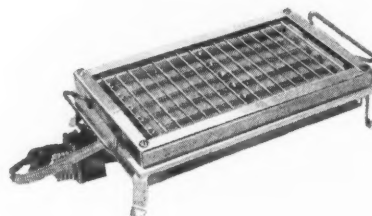
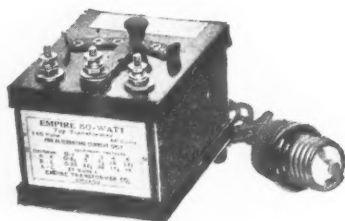


Flat Irons
Toy Ranges
Toaster Stoves
Bell Ringing and
Toy Transformers



EVERY Empire Appliance is designed to fulfill its particular duty at the least expense.

The best material, careful assembling, thorough testing before shipping, shipped in an individual carton guarantees satisfaction to the consumer, backed by ten years of practical experience.



Send for new prices and discounts

EMPIRE TRANSFORMER COMPANY

Manufacturers

4642 RAVENSWOOD AVENUE

CHICAGO



CENTRAL SUPPLY HOUSE

Rochester, N. Y.

Crescent Washing Machine Co.
New Rochelle, N. Y.

Gentlemen:

Enclosed is our order No. 4993 for one new Model "R" Crescent Electric Dish Washer.

We have three or four customers in mind whom we believe we can sell at once. Here is just the machine for the small prospect. Please forward our sample machine at your earliest moment.

Central Supply House.

Every Eating Place Needs this Dish Washer

\$285

EVERY institution that feeds people needs a dish washer.

Small and large hotels, restaurants, lunchrooms, boarding houses, schools, soda fountains, hospitals, sanitariums, State and County institutions—all need dish washers.

Count over the institutions in your town and the towns around you. Think of the possible sales that can be made with this small, table-high CRESCENT. Here's a machine of high capacity, built for hard service, within the means of your smallest institution or eating place.

The profit on Crescent Electric Dish Washers is a **very liberal one**. Individual profit in dollars is higher than the great majority of lines you carry. You get that profit with far less waste of time than in most lines. You know your prospects—you do not have to seek them out. Every institution which feeds people needs a dish washer.

The new table-high CRESCENT is two feet wide and

will fit in a corner. It has back of it the well-known CRESCENT guarantee and the prestige of 10,000 users. You do not have to introduce a CRESCENT to your prospect. CRESCENT advertising and reputation have done that for you.

This Proposition Means Profits

There is big profit in Crescent Electric Dish Washers. The opportunity to do a very worthwhile business with Crescent Dish Washers is best shown in the interesting booklet, "18 Dealers Answer Your Question". Write for your copy and our dealer proposition on your letterhead.

CRESCENT WASHING MACHINE COMPANY

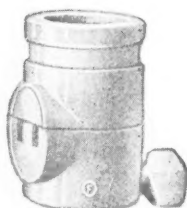
118 Beechwood Avenue, New Rochelle, N. Y.



Two New Members

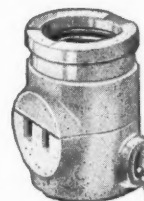
of the

"Circle F" Family



No. 560
Key Current Tap

Interchangeable with 8 Caps,
11 Bases and Standard Attach-
ment Plugs with Parallel Blades



No. 680
Pull Chain
Current Tap



Their Daily Tasks

IN THE HOME

The Vacuum Cleaner, the Electric Washer, the Electric Iron and other labor saving devices, are made more serviceable with their help.

IN THE OFFICE

On cool days they are instantly ready for service with the Electric Heater, and on warm days with the Electric Fan.

IN THE HOTEL

Their first consideration is for the convenience of the guest. Milady's curling iron finds in them a trusty friend. The Cigar Counter, the Chef and the Barber count on their aid serving you.

IN THE HOSPITAL

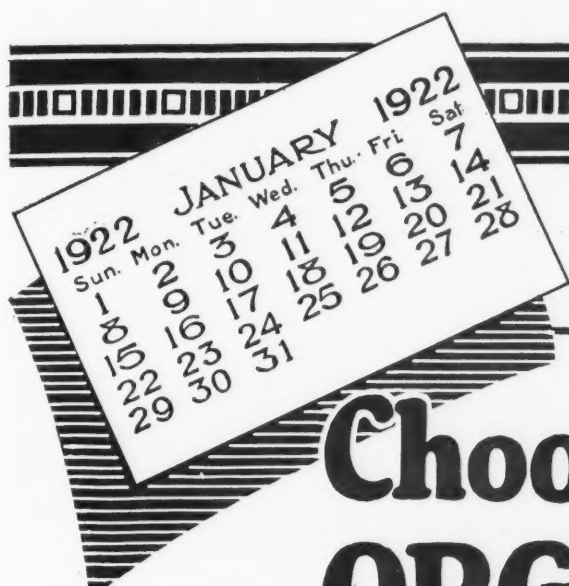
Their daily duties include administering to the sick, assisting the hot water heater and the electric heating pad.

REMEMBER: "Circle F" Current Taps are on the job every minute of the twenty-four hours, asking only to be allowed to serve you.

E. H. Freeman Electric Company

TRENTON, NEW JERSEY

Manufacturers of "Circle F" Wiring Devices



First of All— **Choose a STRONG ORGANIZATION**

Business experts are predicting a big year for 1922. Plan a big year of electric washing machine sales. Plan in a way that will make your sales efforts count most. That means—tie up with a well-organized, efficiently-conducted, ably-financed washing machine manufacturer.

Investigation will prove to you that all these essential requirements are fully met by makers of the Surf. They are equipped to go ahead on a big production basis and are amply prepared to work with dealers on a broad, co-operative program.

Exclusive features of the Surf place it in a foremost position in the industry. It gives complete satisfaction to users. It requires less servicing on the part of the dealer.

Let us tell you fully why the Surf and the organization behind it make it the logical machine on which to build a sound, profitable washing machine business.

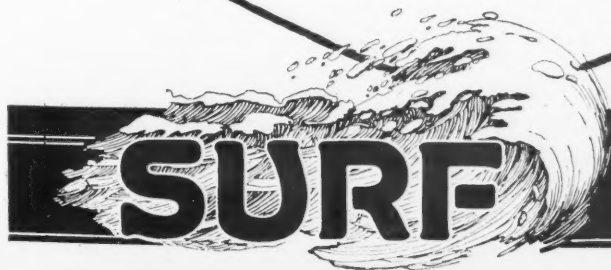
Write us today

Sunbeam Domestic Appliance Co.

Evansville, Ind.

Successor to Surf Mfg. Co.

*Surf-Action
Insures Satisfaction*



**ELECTRIC
CLOTHES WASHER**



Now \$1.35

BENJAMIN

Products for Holiday Trade

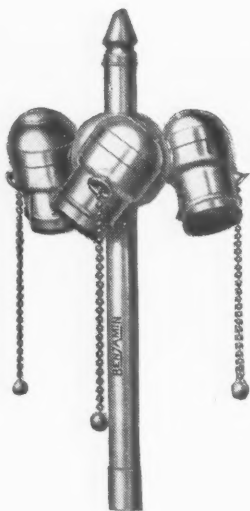
Put only Quick Sellers in Stock
and Have a Heavy Purse and a
Light Heart at the end of the year.

The Original Two-Way Plug

has always been a leader. No. 292,
with the Pull Chain, which allows the
light to be switched on or off without
disturbing the other appliances and
priced to please the thrifty, will go big-
ger than ever. Your
Holiday Stock is in-
complete without

this and No. 92—another big seller—now \$1.00.

Stand Lamp Clusters —



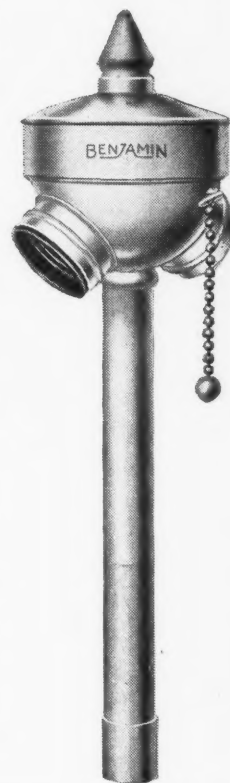
Whether you assemble the Stand Lamp your-
self or Buy it Complete, see that it is equipped
with Benjamin Clusters.

The Wireless Cluster (on the right) groups
the lamp receptacles into a neat compact casing.
Easily wired.

In the Adjustable Cluster, the Pull Chain
Sockets are adjustable to any angle—for any
depth of shade.

We will be glad to send you a handsome assort-
ment of wall hangers, posters, window display
stands, easel counter cards, etc., to help you
dress your holiday windows.

Write to our nearest office for full information.



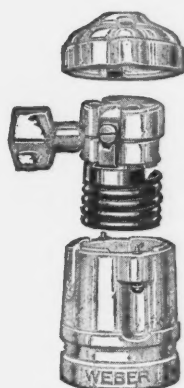
BENJAMIN ELECTRIC MFG. CO.

247 W. 17th Street
NEW YORK

847 W. Jackson Blvd.
CHICAGO

580 Howard Street
SAN FRANCISCO

WEBER DEPENDABLE WIRING DEVICES



There is no Standard
for Interchangeable
Porcelain Sockets



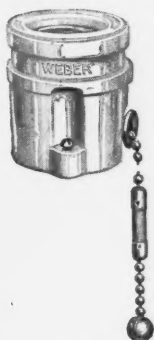
But there is a line of

Interchangeable Porcelain Sockets

that will be the standard some day

WHY NOT ADOPT IT NOW?

The Line Is Complete



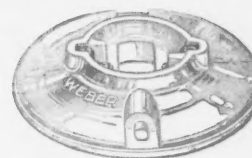
Four
Socket
Bodies



Five
Switch
and
Rosette
Bodies



Twelve
Caps



Sixteen
Bases

Consult Our 1921 Catalog

HENRY D. SEARS

General Sales Agent

80 BOYLSTON STREET
BOSTON 11, MASSACHUSETTS



Signal Gongs
Fire Alarm Systems, etc.



Telephone Apparatus, Annunciators,
Hospital Signal Systems, etc.



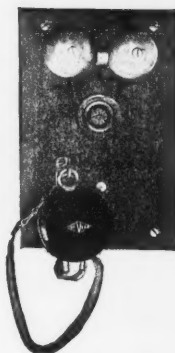
Bells and Buzzers
Signal Gongs, etc.



Surface Wall
Suite Station
No. 2524

APARTMENT HOUSE INTERTALK-TELEPHONE SYSTEMS

are the result of long manufacturing experience and diligent studies of present-day requirements. The telephones are of rugged construction and design; easy to install and to connect and reliable in operation.



Flush Wall
Suite Station
No. 2530



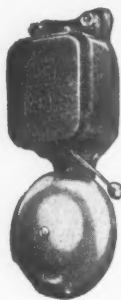
Flush Vestibule
Station No. 2510.
(Without Letter Boxes)



FLUSH VESTIBULE TELEPHONE TYPE NO. 2509-N
(Made with 2-, 3- or 4-nest Letter Boxes).



Surface Wall
Janitor's Station
No. 2813



PR "Marlo"
Iron Box Bell



De Veau
Midget Type
Push Button
No. 5-A

Printed matter covering the above or any of our manufactured lines sent promptly upon request.

MANUFACTURED BY

STANLEY & PATTERSON, INC.

New York, U. S. A.

DISTRICT SALES OFFICES

BOSTON
C. C. Corcoran
100 Boylston St.
PHILADELPHIA
J. A. Vaughan
Real Estate Trust Bldg.
SAN ANTONIO
Kemp Haythorne
333 McKinley Ave.

PITTSBURGH
Park and Jaques
305 7th Avenue
SEATTLE
P. L. Hoadley
Seaboard Bldg.

LOUISVILLE
Electrical Sales Co.
Kenyon Bldg.
SAN FRANCISCO
Heckert L. Parker
Call Building

CHICAGO
Doherty-Hafner Co.
618 W. Jackson Blvd.
LOS ANGELES
Clapp & LaMoree
San Fernando Bldg.

BIRMINGHAM
W. H. Beaven
Jefferson Co. Bank
Bldg.
HABANA
Arnesto N. Rodriguez
Abreu Bldg.



Plan to Land in Milwaukee

January 30—February 4
1922

Whether you come by airplane, a Pullman named "Candelabra", a gasoline-gazelle with a dozen ambitious cylinders, or a wheelbarrow greased with bear-oil, the big idea is to roll in to the pride of Wisconsin by January 30, 1922.

We'll count on seeing you there!

Register in advance the names of your representatives who will be at Milwaukee. Send them by mail to

Electrical Merchandising

Tenth Avenue at 36th Street
New York City



*These
big attractions
deserve and
demand
your honored
presence:*

The Lighting Fixture Market

Will give you the latest word in design, style and price

These Three Conventions will help you boost your 1922 Fixture Sales

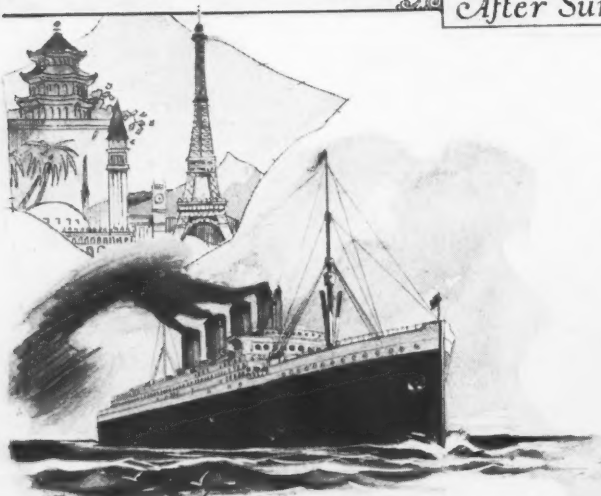
1. National Council of Lighting Fixture Manufacturers
2. Lighting Fixture Dealers' Society of America
3. Illuminating Glassware Guild

And the Better Lighting Campaign

to be held in Milwaukee will show you how to raise the visibility of your own home city.

The business district of Milwaukee, from the air

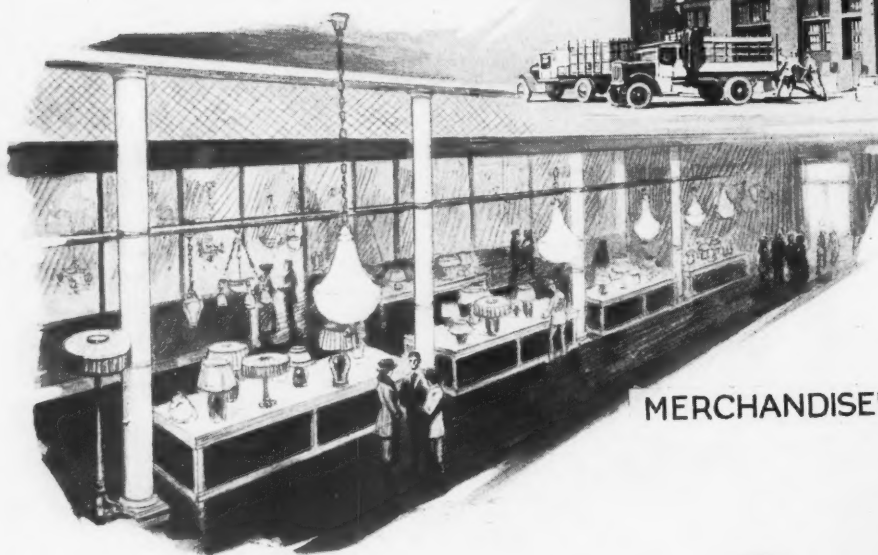
After Sunset - Lightoliers



IMPORTERS



MANUFACTURERS



MERCHANDISERS

Lightolier
1922

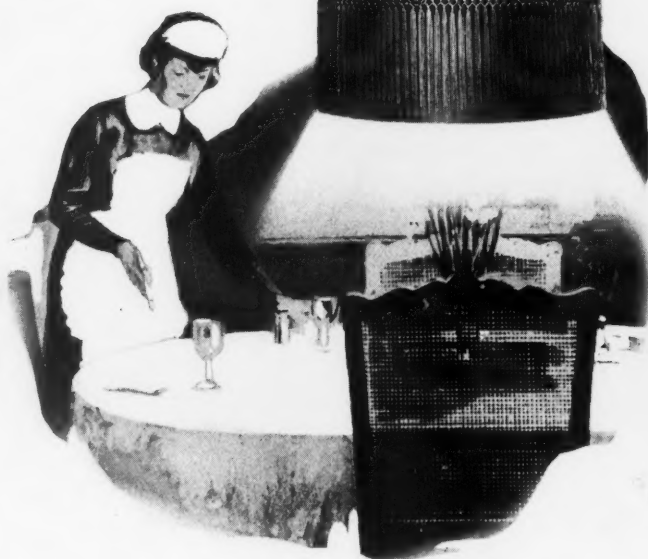
Sales Greetings

Better Merchandise - Better Methods

LIGHTOLIERS • FIXTURE PARTS
GLASSWARE • COMMERCIAL UNITS
IMPORTS • LAMPS

Lightolier
COMPANY, N.Y.
569 Broadway at Prince St.

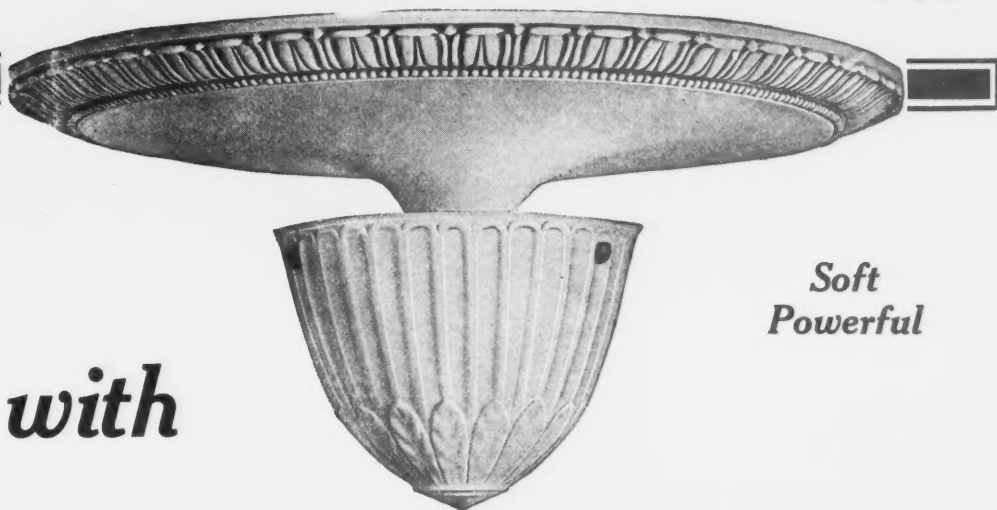
LIGHTING FIXTURE and
LAMP HEADQUARTERS



DESIGNERS



**Start
1922
Right with**



**Soft
Powerful**

PLANETLITE

Contractor-Dealers will take a big step toward better business for themselves and their customers in 1922, if they will start selling Planetlites.

This beautiful unit has a light output of 82%, secured under tests by the Electrical Testing Laboratories. It gives a soft light, without glare or shadows.

The keen competition which will mark 1922 for the stores and offices in your neighborhood will give you more and better opportunities to sell Planetlites.

You can easily point out to prospects how this highly efficient unit will help them secure more attractive stores, more efficient employees, and more business.

It was on this basis that Planetlites were sold to such concerns as the Lexington Motor Co., for its New York show-rooms, the New York Furniture Exchange and Orkins, New York.

We are sure that with Planetlite, you can make 1922 a banner year; we are prepared to work with you to the fullest extent in helping you get the business.

Write us today.

*"Shipped to the job
ready to hang"*



PLANETLITE Co. Inc.

Manufacturers

15 East 40th Street, New York

DISTRIBUTORS:

New England—McKenney & Waterbury Co., 181 Franklin Street, Boston, Mass.
Pittsburgh, Pa.—Sargent Electric Co., Inc., 206 Wood Street.
Los Angeles, Calif.—Charles Hirsch, 202 South Broadway.



FORGED GOLD

Lamp No. 151A—Height 29 in.
Shade No. 511—Diameter 20 in.

These Remarkable Finishes Put Them in a Class by Themselves

Mirror Black Finish—that rivals the finest Chinese pottery.

Forged Gold Finish—a two tone gold plate. The forged gold produces the effect of the old hand wrought metal work. This type also finished in silver and copper.

Mirror Black and Gold Finish—Mirror Black with the forgings outlined in gold.

Belton Blue Finish—The powdered blue of porcelain reproduced in metal.

Shades have been specially designed to harmonize with the vase forms—the Silks, in colorings to blend with the finishes.

Write us today for prices, discounts and full information on this unusual line. Address:

WHOLESALE DEPARTMENT

CASSIDY COMPANY, Inc.

Designers and Manufacturers of Lighting Fixtures.

101 Park Avenue, New York

A New Line of Portable Lamps that will spell success for every dealer

It will interest you to know that these Mirror-Black, Mirror Black and Gold and Forged Gold Vases of perfect coloring can be sold at the price of ordinary pottery.

They will appeal to your discriminating customers, both through the skill in workmanship and quality of materials.




MIRROR BLACK AND GOLD

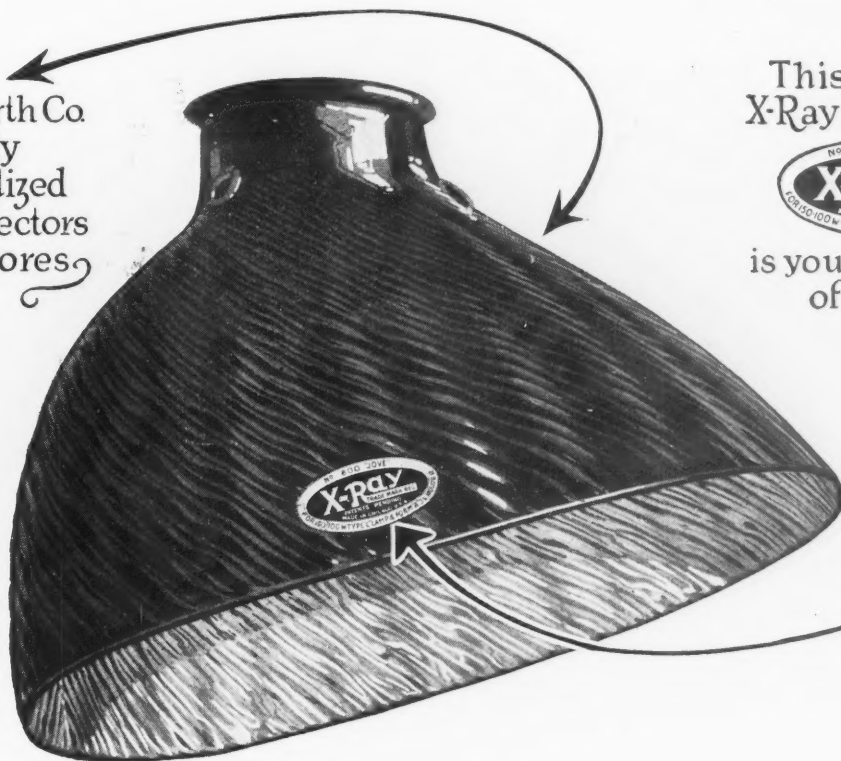
Lamp No. 149-D—Height 29 in.
Shade No. 494—Diameter 20 in.

X-Ray Reflectors

EVERLASTING BRILLIANCY

Standard for Show Windows

The  F.W.Woolworth Co.
recently
standardized
X-Ray Reflectors
for all stores.



This label on X-Ray Reflectors

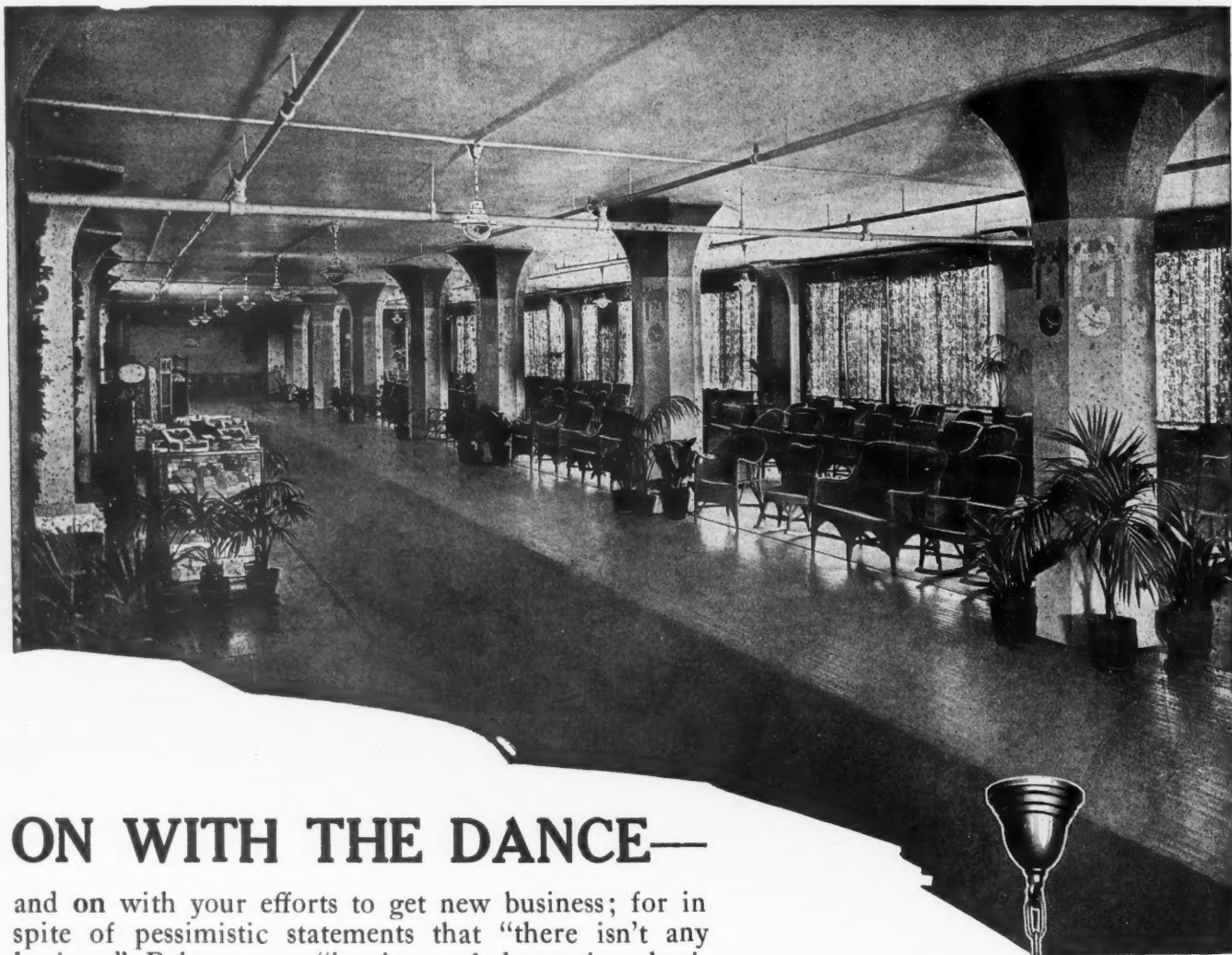


is your guarantee
of quality

More than 25 Years of Satisfactory Service

NATIONAL X-RAY REFLECTOR COMPANY
NEW YORK CHICAGO LOS ANGELES

Engineers in all principal cities



ON WITH THE DANCE—

and on with your efforts to get new business; for in spite of pessimistic statements that "there isn't any business" Babson says "in times of depression, business is still 80% of normal." Certain lines of trade remain active. Places of amusement draw crowds and grow prosperous; soft drink parlors and restaurants are busy, while many other enterprises do a normal business. Hence, the dealer whose sales have slumped should avoid inactive fields and double his efforts where business goes merrily on.

The illustration above shows the reception room of the Roseland Dance Hall at Montreal, which is entirely lighted by Denzars. It is advertised as "Canada's largest dance hall" and suggests a new field for Denzar installations. The Perkins-Ladd Electric, Limited, of Montreal, Toronto, and Winnipeg, made the sale. What they have done other Denzar dealers can do. There are plenty of prospects for commercial lighting units in this country as well as in Canada and Denzar is undoubtedly the best commercial lighting unit to sell.

ON WITH THE DANCE—let your enthusiasm be unconfined!

BEARDSLEE CHANDELIER MFG. CO.

223 South Jefferson Street

CHICAGO

Manufacturers of a Complete Line of Chandeliers for Every Lighting Requirement.



The opal reflector and diffusing bowl of Denzar produce an even intensity, without glare or distracting shadows, on both horizontal and vertical surfaces.

DENZAR

The Unit of Day Brightness



NATIONAL LIGHTING SIX-S LINE FIXTURES



A New Catalog

JUST ABOUT READY—to insure your getting your copy well in advance of the Fixture Show, send in your request today. The demand for a new catalog showing recent additions to the National quality line of lighting fixtures has been so insistent that our printer is working at top speed. The new year shows all signs of starting off with a smashing good fixture market—and National fixtures are right at the top in the scale of demand.

Two Great Lines of Quality Fixtures

The W-N Line and the SIX-S Line—both of National quality. Each number is packed in an individual carton ready to sell over the counter. Each design is a creation in itself—a combination of beauty and originality formerly offered only in high-priced lighting fixtures.

With National Fixtures on display you can offer your customers something really distinctive at very reasonable cost. Wherever they are introduced they are snapped up like hot cakes—they are sure-fire sellers!

At the Fixture Show—Booths 54 and 56

Last year we learned our lesson—the popularity of National Fixtures made it impossible for us to comfortably take care of all our friends who dropped into our single booth. We will profit by that mistake, already having reserved TWO BOOTHS—54 and 56—for this season's display.

You'll be just as glad to see us as we will to see you. Be sure to visit us!

National Lighting Fixture Mfg. Co.

178 Grand Street, New York City

NATIONAL LIGHTING W-N LINE FIXTURES





New Lamps for Old

Millions of dollars will be spent for Christmas Gifts. How much are you going to get out of it?

Each Christmas sees a growing appreciation of Boudoir Lamps as desirable gifts, because of their unusual blending of usefulness and beauty.

For this opportunity we offer you five different Boudoir Lamps in twelve finishes, with beautiful Silk Shades to match. Each Lamp is wired complete, packed in an individual carton and twelve cartons to a case.

These Boudoir Lamps are Attractively Priced, and a wonderful selling opportunity.

Send at once for prices on dozen lots.

SHAPIRO & ARONSON, Inc.

20 WARREN STREET
NEW YORK N. Y.

Middle West Distributors for S & A Line
Chicago Lighting Fixture Co.
28 West Lake Street, Chicago, Ill.



MEET US

At the World's Greatest Lighting Fixture Market
to be held in Milwaukee, January 30—February 4, Booths 114-116.



3377
Finishes-Ivory
or Polychrome



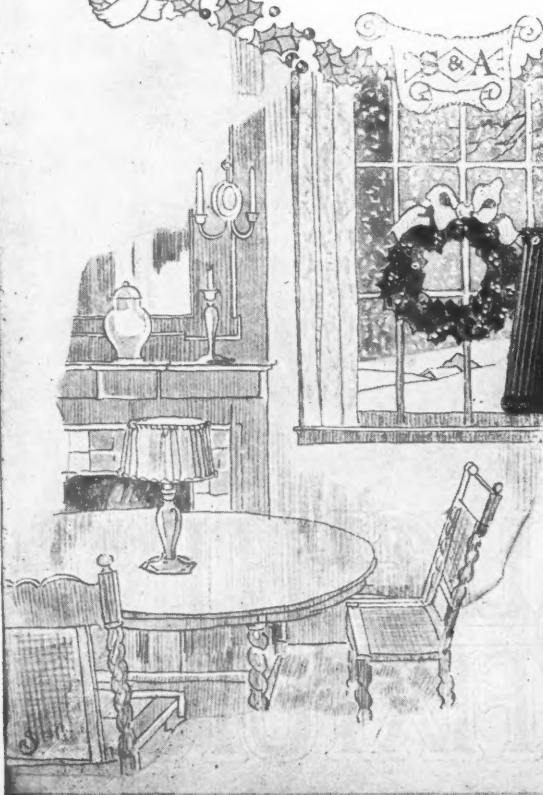
3379
Finishes-Ivory
and Blue or
Ivory and Rose



3375
Finishes-Ivory,
Ivory and Blue
Ivory and Rose

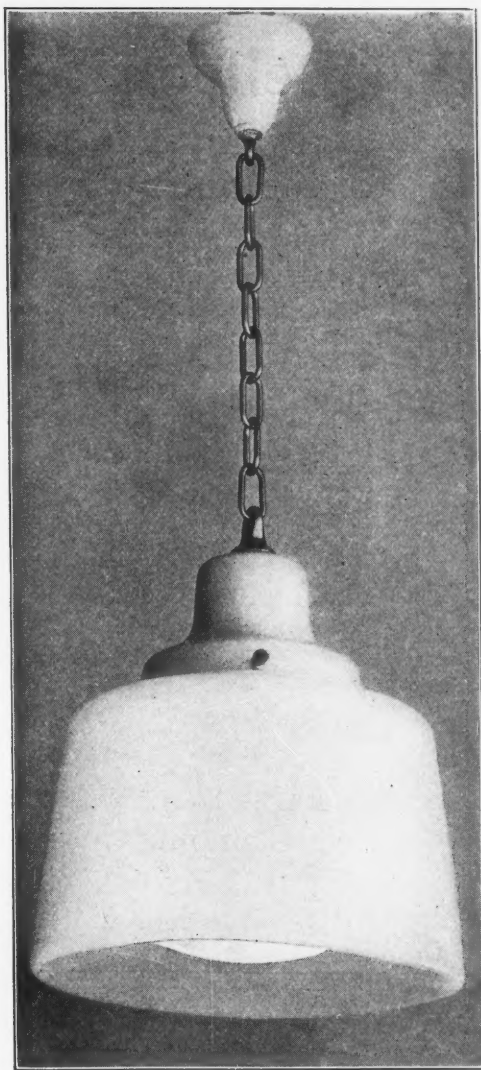


3378
Finishes-Ivory
or Polychrome





84% LIGHT OUTPUT of 100% QUALITY



T. R. B. Lighting Unit

The Marshall Lodge Memorial Hospital at Lynchburg, Va., has adopted this unit for its new buildings.

Craighill and Cardwell,
Architects.

New prices effective on all types of T. R. B. Lighting UNITS will be of special interest.

Write at once for new
Catalog No. 25.

Globe is in one piece

Protected by United States Letters Patent

MITCHELL VANCE COMPANY, Inc.

DESIGNERS AND MANUFACTURERS

503-511 WEST 24th ST., NEW YORK

Established 1854



ARTCRAFT



614
14 in. Plate



673
3 1/4 in. Fitter

*This design is complete
in all patterns and sizes
required by the trade.*



2 1/4 in. Cover



664
14 in. x 7 in. Oval



635
5 in. x 4 in. Canopy



"Belleclaire"—

**a design that assures
distinction in Fixtures**

Design Patented Dec. 14, 1920

This new ARTCRAFT design has been placed on an exclusive basis with a number of leading jobbers who have found it a big success. It is a memento to quality throughout—the attractive *Jap gold, browntone* and *French gray* finishes, harmonizing so well with the design that large sales are assured. It is but one of a number of ARTCRAFT Sets which will interest every fixture man.

We invite correspondence and urge jobbers everywhere to write us for our exclusive proposition.

Catalog on request

ARTCRAFT

Metal Stamping Corporation

1022 Myrtle Ave.,

BROOKLYN, NEW YORK

Be sure to see our display at the Milwaukee Show



The Shrewd Buyer of Fixture Parts Comes to RELIANCE First, Because—

The 4800 Line (Design Patented) illustrated below is one of the most popular of the exclusive Reliance Designs.

Each of the parts is made in the several sizes noted and may be had in Flemish, and in either light or dark Jap Gold finish and French Gray and Gold.



Trade Mark Reg. U. S. Pat. Off.

Shower Plate
16 in., 14 in., 12 in.
10 in., 8 in., 6 in.

THE fact that each distinctive Reliance Design is carried through a complete series of fixture parts is a compelling advantage. It permits assembling full sets of fixtures, all pleasingly harmonious in design.

The range of choice from the wide variety of standard designs enables the production of fixtures which shall be in keeping with any decorative scheme. Or, special designs can be developed and manufactured for your exclusive use.

The painstaking maintenance of an unusually high standard of quality has earned the preference of the trade for Reliance Shells, and builded the Company's vast business. It's facilities today enable it to execute any order with facility and dispatch.

Every man who makes and sells lighting fixtures needs the Reliance Catalog No. 10

Reliance Metal Spinning & Stamping Co., Inc.
160-168 John Street, Brooklyn, N. Y.



Receptacle Holder
2 1/4 in., 3 1/4 in., 4 in.

Shower Band
16 in. x 10 in.
14 in. x 10 in.

Ovals
10 in. x 5 in.
12 in. x 6 in.

Bracket Oval
6 x 4 1/2 in.

Canopy
5 in. x 3 3/4 in.
6 in. x 3 3/4 in.

Canoe Cup
2 3/4 dia. x 1 3/8 in.

Slip-On
Ball Lamp
Socket Cover

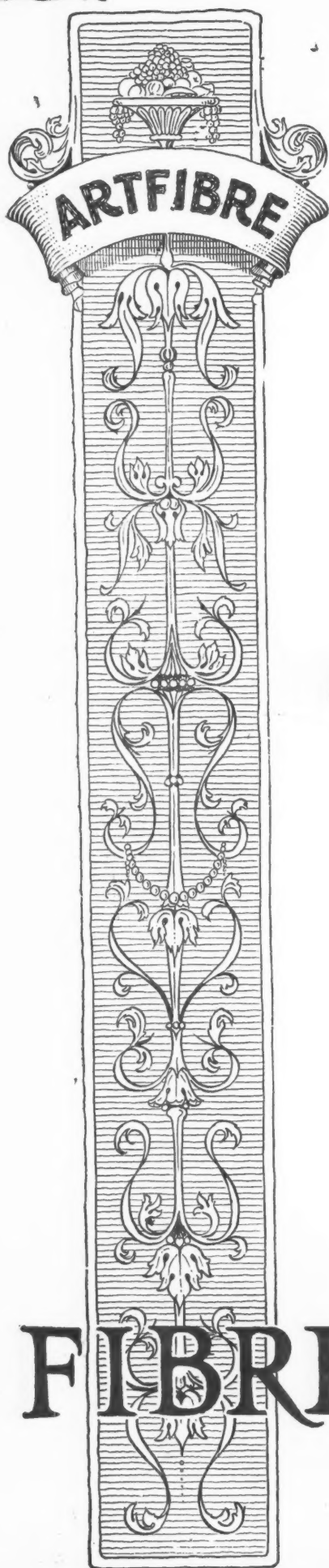
Socket Cover
2 1/4 in. Holder

Ball Lamp
Socket Cover
(Patented)

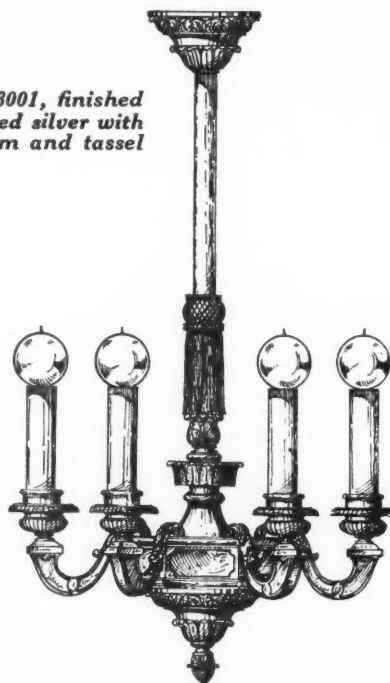
Socket Cover
3 1/4 in. Holder

Shade Holder
Socket Cover and
(Ball Lamp Convertible)

RELIANCE



*Our No. 3001, finished
in burnished silver with
velour stem and tassel*



Do You Know the Value of Artfibre's Service to the Trade?

One of our customers, in commenting on our service, remarked, "Does your advertising convey the value of your service and product to the general trade? Do they know that 'Artfibre' stands for complete creations? Do they know that making decorations for commercial units is the smallest part of your business? Do they know, what we know, that your theatre fixtures, church fixtures and your general line have helped us to establish our reputation. And do they know that *we* could always make definite promises on delivery, because *you* have never failed in your promises to us?"

Our question to the trade is, "*Do you know?*"

"Artfibre's Unique Beauty is a Powerful Selling Force"

Write for our new catalog

FIBREDURO, INC.

Designers and Manufacturers of
ARTFIBRE PRODUCTIONS

Studios: 252 Pennsylvania Avenue, Brooklyn, N. Y.



The small illustrations above show an old chain pendant before and after transformation, while in the center is shown the decorative type replacement which is particularly adaptable for offices, lofts, kitchens, baths and other similar locations.

Every contractor-dealer's territory is full of profitable business which can be secured by selling the Plaut Replacement Type Four-in-One Unit.

L. PLAUT & CO., 432-434 East 23rd Street, New York

DISTRIBUTORS

New England States: Pettingell-Andrews Co., Boston, Mass.
 Southeastern New York State: Metropolitan Electric Appliance Co., New York City.
 Eastern New York State: Havens Electric Co., Albany, N. Y.
 Central New York State: Wheeler Green Electric Co., Rochester, N. Y.
 Rochester Electrical Supply Co., Rochester, N. Y.
 Mohawk Electric Supply Co., Syracuse, N. Y.
 Western New York State: Robertson-Cataract Electric Co., Buffalo, N. Y.
 Northern New Jersey: Krich Light & Electric Co., Newark, N. J.
 Southern New Jersey: Tronton Electric Supply Co., Trenton, N. J.
 Eastern Pennsylvania: Frank H. Stewart Electric Co., Philadelphia, Pa.
 Central Pennsylvania: Dauphin Electrical Supplies Co., Harrisburg, Pa.
 Western Pennsylvania: Iron City Electric Co., Pittsburgh, Pa.
 Pittsburgh Gas & Electric Fixture Co., Pittsburgh, Pa.
 Maryland, Virginia: West Virginia: Southern Electric Co., Baltimore, Md.
 North and South Carolina: Carolina States Electric Co., Charlotte, N. C.
 District of Columbia: E. F. Brooks Co., Washington, D. C.
 Florida: Holt Electric Co., Jacksonville, Fla.
 Florida: Livingston-Yonge Co., Jacksonville, Fla.
 Georgia: Gilham-Shoen Electric Co., Atlanta, Ga.
 Alabama: Interstate Electric Co., of Alabama, Birmingham, Ala.
 Louisiana and Mississippi: Interstate Electric Co., New Orleans, La.
 Tennessee: James Supply Co., Chattanooga, Tenn.
 Kentucky: Henry J. Rueff Company, Louisville, Ky.
 Ohio and Northern Kentucky: Devere Electric Co., Cincinnati, Ohio.

Ohio: Sterling & Welch Co., Cleveland, Ohio.
 Brookings Company, Cleveland, Ohio.
 Avery & Loeb Electric Co., Columbus, Ohio.
 Wm. Hall Electric Co., Dayton, Ohio.
 Lynn Harvey Electric Co., Columbus, Ohio.
 Mook Electric Supply Co., Canton, Ohio.
 Michigan: A. T. Knowlson Co., Detroit, Mich.
 Detroit Mantel & Tile Co., Detroit, Mich.
 Indiana, Illinois, Iowa, Wisconsin: Central Electric Co., Chicago, Ill.
 North Dakota, Minnesota: Northwestern Electric Equipment Co., St. Paul, Minn.
 Peerless Electrical Co., Minneapolis, Minn.
 Missouri: Gross Chandelier Co., St. Louis, Mo.
 Central Telephone & Electric Co., St. Louis, Mo.
 Nebraska: American Electric Co., Omaha, Neb.
 Oklahoma: Oklahoma Electrical Supplies Co., Oklahoma City, Okla.
 Texas: Electric Specialty Co., Dallas, Texas.
 Barden Electric & Machinery Co., Houston, Texas.
 Wright Bros., San Antonio, Texas.
 Waco Electric Supply Co., Waco, Texas.
 California: Electric Railway & Manufacturers Supply Co., San Francisco, Cal.
 Graham-Reynolds Electric Co., Los Angeles, Cal.
 Canada: Northern Electric Co., Montreal, Halifax, Calgary, Vancouver, Toronto, Winnipeg and Regina.

Direct Southern Representatives: Hostetter-Schoen Ltg. Co., Atlanta, Ga.



IT IS GUARANTEED

You can depend on National Chain

**GUARANTEED FINISH
WARRANTED LENGTHS**

*The Red, White and
Blue package*



Insist on it

All National "UNXLD" Guaranteed Chain
is packed this way

TEST:

Get a sample package of our steel chain (Satin BB finish) from your nearest jobber—be sure it is the Red, White and Blue Package; if he hasn't it, write us direct. Make up a fixture with it and notice the soft, satin finish—let it hang in your show room, and compare the durability of the finish.

NATIONAL CHAIN COMPANY, Inc.

Established 1909

BELLEVILLE, N. J.



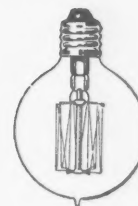
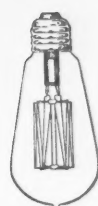
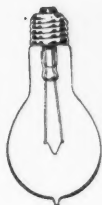
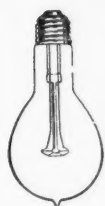
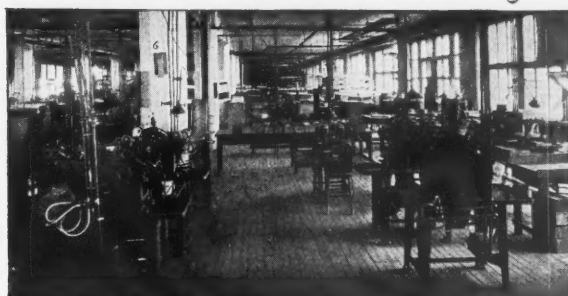
A few views of the factory in which are made
the now famous

"SAVE"

NITROGEN

TUNGSTEN
LAMPS

MILLITE



SAVE

Superiority has been demonstrated so often it has become a habit of the
leading engineers to specify them for the most important installations.

*Get the full information from the nearest
direct factory representative.*

E. F. REINHARDT & COMPANY
13 South 4th Street, St. Louis, Mo.
J. R. O'DONNELL & COMPANY
171 Second Street, San Francisco, Cal.
SOUTHERN JOBBERS SUPPLY COMPANY
534 Bienville Street, New Orleans, La.
SAMUEL TOOLE
336 Burgess Avenue, Indianapolis, Ind.
DOUGLAS A. THURSTON
117 Trowbridge Avenue, Detroit, Mich.

O. J. DYKEMAN
127 North 4th Street, Reading, Pa.
WILLIAM J. KATTEIN
1031-1039 Broadway, Albany, N. Y.
N. F. SHAILER & COMPANY
Dooly Building, Salt Lake City, Utah
MID-WEST LAMP COMPANY
143 West Austin Avenue, Chicago, Ill.
MINNEAPOLIS ELECTRIC LAMP COMPANY
208-10 No. 4th St., Minneapolis, Minn.
W. W. BOLZ
614 Fulton Bldg., Pittsburgh, Pa.

J. R. BLACK
117 East Glenwood Avenue, Knoxville, Tenn.
MICHIGAN LAMP COMPANY
109 Michigan Ave., N.W., Grand Rapids, Mich.
H. L. WILLIAMS
Augusta, Ga.
HASKELL ELECTRIC LAMP CO.
1001 Chestnut Street, Philadelphia, Pa.
WESTERN HARDWARE COMPANY
Butte, Mont.

NEW ENGLAND STATES
METROPOLITAN DISTRICT AND EXPORT DEPT.
SAVE SALES COMPANY

261 Broadway

NEW YORK

SAVE ELECTRIC CORPORATION

Factory and Main Office:

220-254 36th Street, Brooklyn, N. Y.

Factory number two, (capacity 20,000 lamps per day), now nearing completion at Toledo, Ohio.



OK UNBREAKABLE OUTLET PLATE



A New Year Message with a Meaning

*Give this picture a careful study and notice every point
which means profit to you*

To the Contractor—

The O K Unbreakable Sheet Steel Outlet Plate will save you time, money, and worry.

No matter how difficult the location, O K plates will make the job easier.

Cables can be entered straight from the back through four convenient knock-outs by moving O K clamps to correspond.

Wherever convenient use the 45° knock-outs and note the amount of cable saved.

Many combinations of straight back and 45° side entrance of cables, plus the elimination of delays and breakage, give O K outlet plates the popularity they deserve. One trial will add YOU to our rapidly growing list of satisfied users.

O K Unbreakable Outlet Plates are made to a standard of **QUALITY** that exceeds inspection requirements.

In ordering for trial please name the jobber through whom you want the goods shipped and billed.

To the Jobber—

This high grade line of Outlet Plates is being distributed **EXCLUSIVELY** through **JOBBERs**.

We receive daily inquiries for names of **JOBBERs** who carry O K Outlet Plates in stock.

Price lists and cost sheets have been mailed to you.

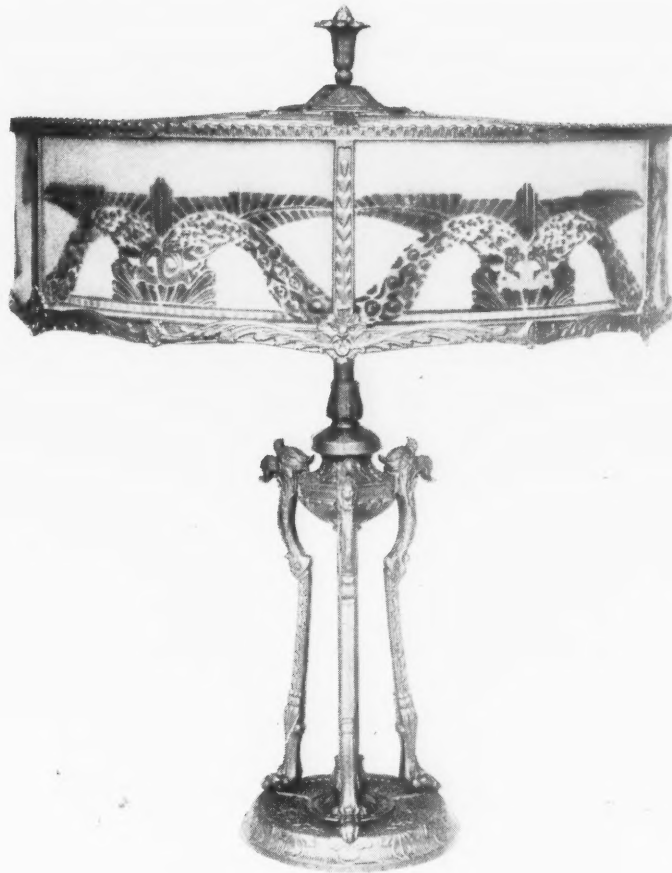
Let your salesmen show samples of O K **UNBREAKABLE** Outlet Plates to your trade and you will get results worth while.

Descriptive price lists on request or from your jobber.
Please note the change of name from Eastern Electric Mfg. Co.

Westgard Electric Company
410 Dorchester Avenue, South Boston, Mass.



Lamps of Distinction



OUR 1922 Line is Unsurpassed in originality and Beauty of Designs.

You will be greatly pleased not only with the wide range of new and different lamps but the exceptionally fair prices we are offering.

"At the Pittsburgh Glass & Crockery Show"

THE H. E. RAINAUD COMPANY

Britannia Street, Meriden, Conn.

Rainaud Lamps
TRADE MARK

SALES OFFICES:

CHICAGO, ILL.
Ira A. Jones Co.
17 N. Wabash Ave.

NEW YORK
Dela Croix & Wilcken
19 Madison Ave.

BOSTON, MASS.
Geo. A. Granville
111 Summer St.

PITTSBURGH, PA.
Walter L. Bishop
Wm. Penn Hotel
(During glass show)

SEATTLE, WASH.
C. W. Jolly
518 Olive St.

CINCINNATI, O.
Lyman Sales Service
141 East 4th St.

Rainaud Lamps
TRADE MARK



Here's A Residential Lighting Fixture That Will Sell Quickly

Increased wiring of old residences and more building of new ones is showing the way to better business for Lighting Fixture Dealers and Jobbers.

Be ready for your share of this with a good stock of Quick Selling Residence Fixtures.

The Mid-West Chandelier Co. makes a complete line of Residential Lighting Fixtures—moderately priced and with a discount to the trade that yields a satisfactory profit.

The fixture illustrated has heavy cast brass arms and is finished in brown gold and high-lite. It has combination holders for either ball lamps or glass shades. You won't keep it long for it's a Quick Seller. This design may be had in either 2, 3, 4 or 5 lights.

Every Mid-West Residential Lighting Fixture is packed carefully in a separate carton. Attractively priced in sets consisting of one of each of the 2, 3, 4 and 5 light fixtures.

Your inquiry will receive prompt attention.

Mid-West Chandelier Co.

*Manufacturers of Popular Priced Polychrome,
Pastel and Enamel Lighting Fixtures*

1404 Walnut Street, Kansas City, Mo.

Send for our New Residential Lighting Fixture Catalog, No. 10. Ready for Mailing January 1st, 1922.

Here is "Transplanted Sunlight"

Leading stores and office buildings everywhere are adopting Americolites. You will find it to your advantage to point out its superiority to the leading concerns in your community.

These names of discriminating buyers have a deeper significance than simply a small list of users:

Singer Building, New York
J. L. Hudson Co., Detroit
Frederick Loeser & Co., Brooklyn
Goodwins Limited, Montreal
Detroit Edison Building

Ward Baking Co., various cities
National Biscuit Co., various cities
Standard Oil Co., various cities
American Express Co., various cities
United States Patent Office Building



AMERICOLITE COMPANY

General Sales Office

101 PARK AVENUE NEW YORK CITY

Main Factory
Pittsburgh, Pa. Borough of Bridgeville



FARIES VERDELITES

For Christmas Gifts



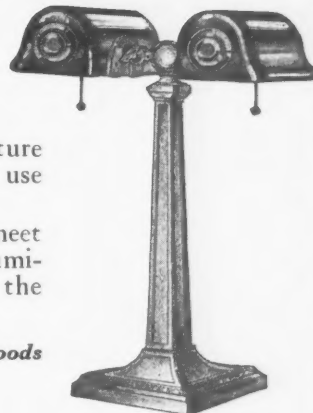
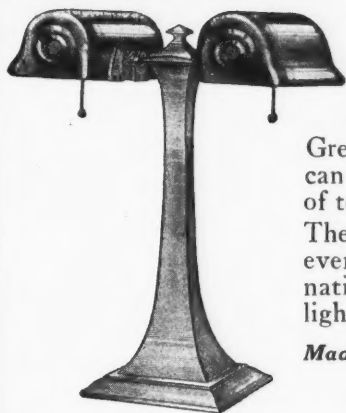
THE VERDELITE ELECTRIC [PORTABLES]

are Economical, Artistic and Durable. Verdelites are equipped with Adjustable and Detachable Green Glass Shades which by a special patented feature can be removed or replaced on the holder without the use of tools or set screws.

These convenient and beautiful Verdelite Portables meet every need of the home or office and insure better illumination at a reduced cost, because Verdelites direct the light just where it is needed.

Made by the Originators of Portables with Green Glass Hoods

Faries Manufacturing Company
Decatur, Illinois



Verdelite Patented

Verdelite Patented

Findlay's Fine Fixtures

"At the Sign of Better Lighting"

JOINT CONVENTION

National Council Lighting Fixture Manufacturers

Lighting Fixture Dealers Society of America

Illuminating Glassware Guild

AT MILWAUKEE

JANUARY 30 - - - FEBRUARY 4

We invite our own dealers to make our booth
their Headquarters

New dealers will find an interesting and pleas-
urable surprise in our display

Robert Findlay Manufacturing Co.

INCORPORATED

224 Fifth Avenue

New York, N. Y.



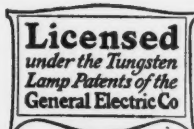


For more efficient illumination HYGRADE bowl-enameled Lamps

Hygrade C lamps, bowl-enameled, are used in mills, factories, and workshops to produce an evenly distributed illumination in place of the usual spots of intense light surrounded by semi-darkness.

They make work easy because they soften the shadows, give freedom from glare, diffuse the light evenly, and do away with the unduly bright light sources which cause eye strain and fatigue.

Economical, too, because they are used with inexpensive open dome reflectors and do not require metal caps, shields and similar devices.



HYGRADE LAMP CO

GENERAL OFFICE
AND FACTORY



SALEM MASS

The Hygrade Lamp Company makes a complete line of 183 types and sizes of large style tungsten lamps including the New Hygrade Mill Type Lamp, the WHITE Hygrade and bowl enameled lamps.



All sizes of Hygrade gas-filled lamps are furnished bowl-enameled.

Fixtures Like These Have Unlimited Possibilities



Rush White China Porcelain Lighting Fixtures are the unusual in the lighting world.

Being white, sanitary and untarnishable as well as distinctive, they are practically without competition — hence they are easy and profitable sellers.

They cost no more than metal fixtures yet practically last forever and maintain their beauty in spite of dust, dirt and moisture.

We have a catalog that will open your eyes to some unusual fixtures. It is No. 7. Write for it.

RUSH BROS. CO., 1924 Archer Avenue, Chicago, Illinois



Special 30 Day Offer

Our new folder, which covers many of our most popular sellers will be mailed on request. It will give you an idea of the real beauty and the sales possibilities of "Cook-Art" lamps.

We are so confident that they will appeal to your customers, prove ready sellers and in every way satisfactory, that we are offering you a 30-day trial.

Send in your order for any one of the numbers, shown in the folder, and if they do not prove to be all we claim, or for any other reason are not satisfactory, return the lamp and we will cheerfully refund your money.

If You Do Not Believe That Real Art Has Anything To Do With Fixture Sales

Visit Our New Show Rooms

at 225 Fifth Avenue, New York City

There you will see displayed our full line, including the "last word" in artistic Portables—COOK ART TABLE LAMPS. You will also be interested in the sales possibilities of our latest improved Crystal and Satin hand decorated shades which are designed to match a comprehensive line of metal hand-decorated Pottery and Mahogany stands.

Our prices are right—our products superlative. We cordially invite all members of the Trade to drop in and visit us and thus get a first-hand impression of our line.

Send for new descriptive folder today.

COOK-ART ILLUMINATING PRODUCTS CORPORATION

Office and Showrooms:
225 Fifth Ave., New York

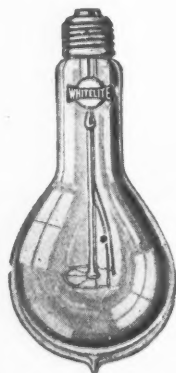
Factory:
115 E. 26th St., New York

DUALITE

The Only Lamp with the Double Filament



From 40 to 1000 Watts



Licensed under General Electric Company's patents

Tell Your Customers That a 200 Watt Whitelite Gives From 225 to 230 C. P.

This is the Bureau of Standards rating for 200 watt lamps, whereas the average 200 watt lamp sold on a price basis only, gives 165 C.P.

Now that the majority of thrifty people throughout the country are practicing sensible economy, this 35% to 40% greater candle power of Whitelite is a convincing sales argument. It shows them how they can save money on every lamp they buy, even though they pay a little more for Whitelite.

Live Dealers—Write us for the WHITELITE and DUALITE PROPOSITION.

WHITELITE ELECTRIC COMPANY
368-370 Broome Street New York City

The Superior Gas Filled Lamp with One Filament
WHITELITE

Lots of People Have Been Captivated on Sight by the Double Filament Dualite

To lots of others it will be a genuine revelation. Get after them!

Dualite is the same high quality as Whitelite, but having two filaments it gives exactly double the service. When one filament burns out, use the other filament and double the service.

A simple demonstration of Dualite by the dealer always proves a powerful sales argument. Try it and see!



Now in 40, 60, 75, 100 and 200 Watts



The Dualite is fully protected by U. S. Patents, and is made and controlled exclusively by us.



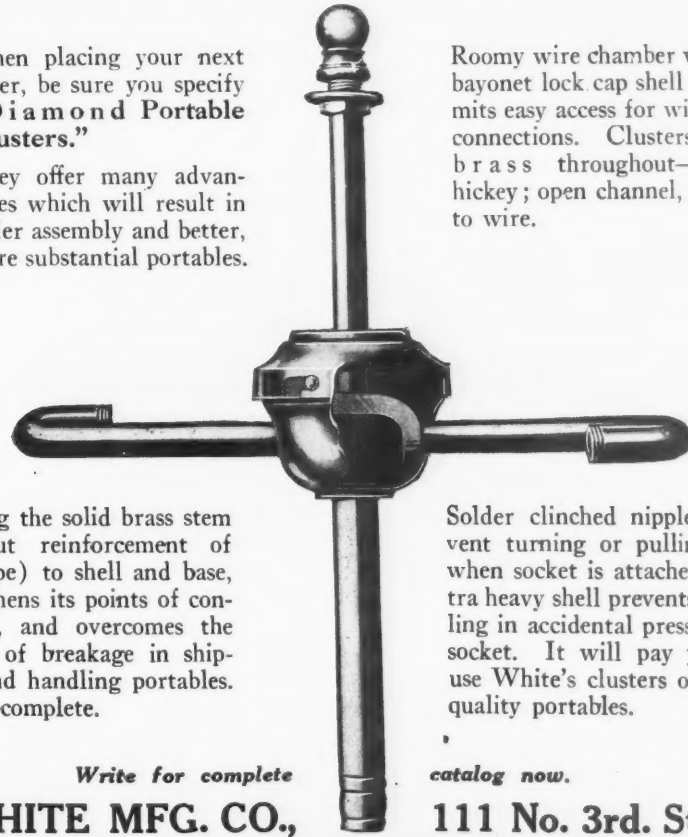
Specify WHITE'S Diamond Portable Clusters



When placing your next order, be sure you specify "Diamond Portable Clusters."

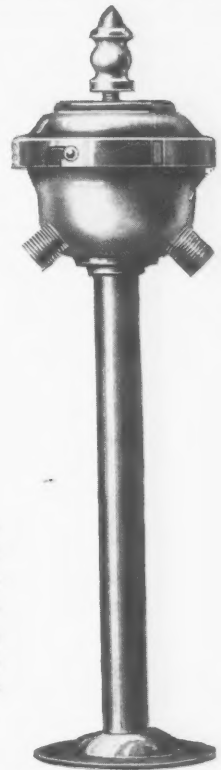
They offer many advantages which will result in easier assembly and better, more substantial portables.

Riveting the solid brass stem (without reinforcement of iron pipe) to shell and base, strengthens its points of connection, and overcomes the chance of breakage in shipping and handling portables. Wired complete.



Roomy wire chamber with bayonet lock cap shell permits easy access for wiring connections. Clusters are brass throughout—no hickey; open channel, easy to wire.

Solder clinched nipples prevent turning or pulling out when socket is attached. Extra heavy shell prevents buckling in accidental pressure on socket. It will pay you to use White's clusters on your quality portables.



Write for complete

J. H. WHITE MFG. CO.,

Manufactures for the Lighting Trade

catalog now.

111 No. 3rd. St., Brooklyn, N.Y.

Lighting Units You Will be Proud to Sell and Install

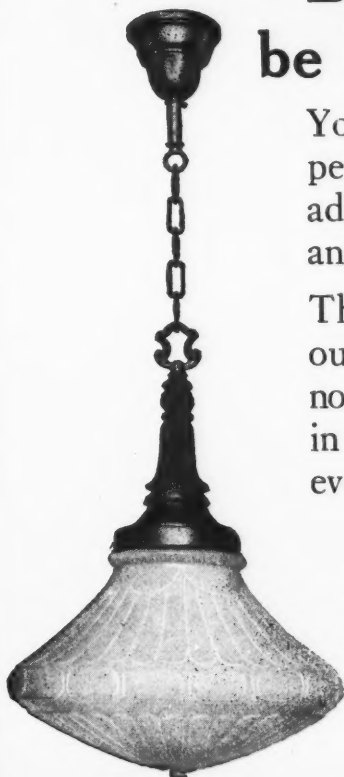
You will find both the Daylight Competitor and Magian Unit particularly well adapted to the needs of your commercial and industrial customers.

They both give correct illumination without glare. Both are dust proof and give no shadows. Both are high grade fixtures in every way and will do you credit on every installation you make.

Sold by leading jobbers everywhere. Ask them about Pennsylvania Units or write.

Pennsylvania Sales & Export Co., Inc.

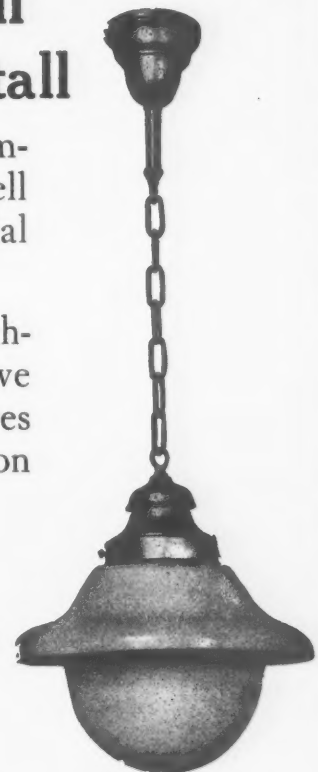
1414 So. Penn Square
Philadelphia, Pa., U. S. A.



Magian Unit



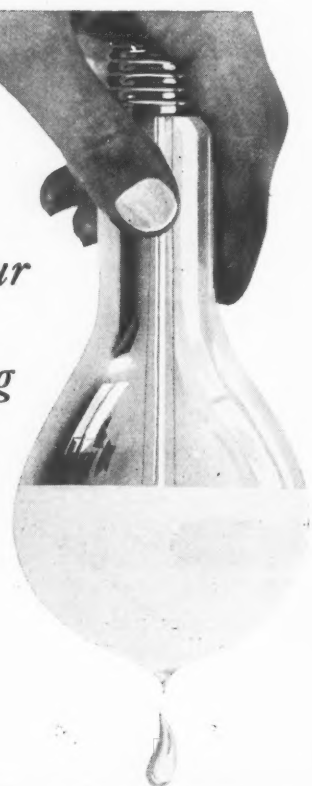
The Daylight Competitor



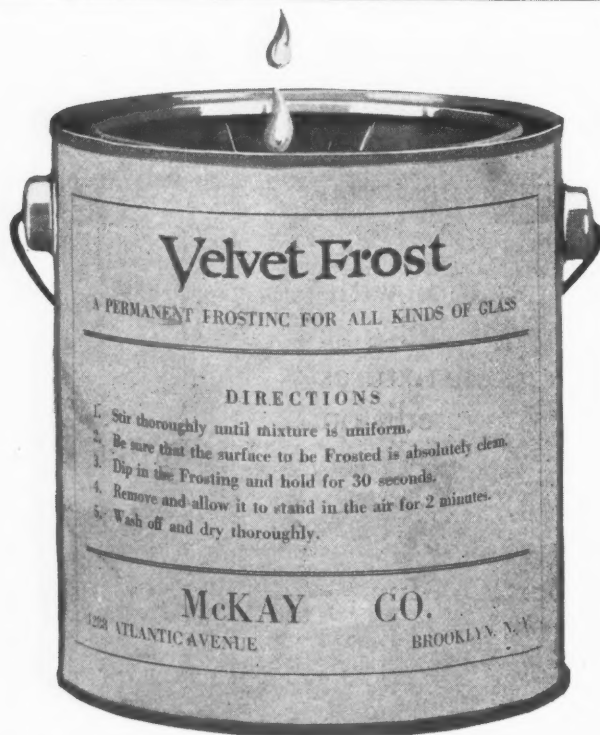
Daylight Competitor



For Your
1922
Frosting



Dealers are getting Quick,
Sure and Lasting Results with
Velvet Frost



McKAY CO. 1288 Atlantic Ave.
Brooklyn, N. Y.



*Frink Synthetic System of Lighting
gives color and dramatic value to the windows
of Lord & Taylor, Fifth Ave., New York.*

Frink Cooperation with Dealer-Contractors

Every live dealer-contractor is on the lookout for the big, profitable jobs where lighting is more than an incidental feature of the building—banks, churches, stores, theatres, hospitals, etc.

When he lands one and suggests the Frink System of Lighting he is sure of two things:

- 1.—That, in the Frink Engineering Department the electrical contractor will find wholehearted cooperation and an intimate knowledge of the problem based on 64 years' experience.
- 2.—That the architect knows what Frink Lighting means and how it can support and amplify his efforts.

Your files should contain a complete set of Frink Catalogues.

May we send them to you?

I. P. FRINK, Inc.
24th Street and 10th Ave., New York

CHICAGO, ILL. PHILADELPHIA, PA. CLEVELAND, O.
Wrigley Building Fuller Building 6010 Euclid Avenue
SAN FRANCISCO, CALIF. CINCINNATI, OHIO
77 O'Farrell Street 17 Greenwood Building



DIFFERENT!



THE unit shown above, made in Carramor cased glass, is one of our latest creations in the field of commercial lighting. Harsh lines are eliminated. A pleasing design relieves monotony. It is at once decorative and practical. Furnished complete with hanger or glass only.

Let us mail you a catalog showing our complete commercial line as well as residential sets in blown, cased or pressed glass with new designs and decorations.

LIGHTING
GLASSWARE

SILK
SHADES

Max Schaffer Company

24 Warren Street
New York

"TURNTITE" Slipring Canopy

*A big help for the contractor
A big seller for the jobber*



NO SCREW—
Just a turn
of the ring
and canopy is set

Patented May 31, 1921.
Foreign Patents Pending.

**Every man interested in better
fixtures should know about
this new labor saver**

Jobbers, Contractor-Dealers, Fixture men—all will be interested in the "Turntite" Slipring Canopy.

It saves time and labor for the man who installs the fixture and also adds greatly to the appearance of the fixtures on which it is used.

Hanging fixtures equipped with "Turntite" canopies is a very simple matter. All you have to do is to hold the canopy in place with your left hand and turn the ring to the right until tight.

The ring turns but the canopy does not.

We are now in position to furnish pendant shown herewith, fitted with $\frac{5}{8}$ and $\frac{3}{4}$ in. "Turntite" Rings.

*Write us for one today, and if you are a jobber—
Ask about our exclusive proposition*

**Service Electric Mfg. and
Supply Co.**

101 Albany St., Boston, Mass.



Now It's Time to Buy—

Acme Household Campaign Sets

The Value of the Idea

The success of any innovation is made or marred by the ultimate user of the goods involved. The manufacturer and the dealer cannot always benefit unless there is some benefit to the consumer as well. Acme complete sets have this triple benefit—hence the instantaneous success.

Time Saved

All the old inconvenience of the fixture business is overcome in these sets. The customer can make a selection in but a fraction of the time ordinarily required and the order is ready to fill as soon as the goods are sold. There are no disappointments—no delay.

Expense Saved

A reduction in selling expense to the dealer added to reduced manufacturing expense and the total absence of shop work all lead to a big saving that means much to the shrewd buyer. There is no depreciation and but small investment necessary.

Under the Acme Complete Set Idea good fixtures can be made more cheaply—packed better and handled more quickly—without any confusion or bother. Each set is ready for immediate use when it is delivered.

A few sample sets will demonstrate the possibilities. Write for prices.

Don't Fail to See

Our Copyrighted 1922 Designs at the Milwaukee Market Booth No. 63.

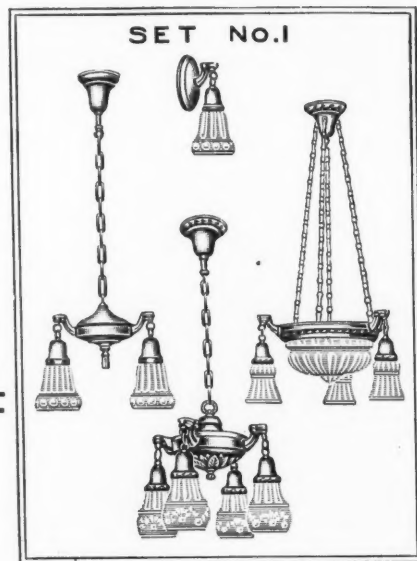
Remember our assortments are as famous as our values.

Member of the National Council Lighting
Fixture Manufacturers

ACME
LIGHTING FIXTURE CO.

Designers and Manufacturers—
Lighting Fixtures for the Trade

132-136 West 14th St.
New York



You Are Protected!

When you order from the Solar Light Catalog your satisfaction is assured. Our iron clad surety to the dealer is this: "If for any reason, after you receive the goods, you are not satisfied, return them at our expense, and we will exchange them or issue credit for the return."

Solar Light Designs are patented which is a further protection to dealers.

Get Our New Catalog

For the unusual in fixtures and portables write today for a copy of our new Catalog and ask for folders describing Solar Owl Lamps and Eagle Desk Lamps. This move will pay you!



Eagle
Desk
Lamp

Solar Light Company

69-71 Wooster St., New York City

Mfrs. of distinctive Lighting Fixtures and
Portables, Flashlights and Xmas Tree Outfits.

Order Now

Be Wise!





Anchor Adapter

For Pottery Jars

This simple device is adaptable to various shapes of jars and is guaranteed to hold rigidly and permanently.

It is attached merely by the tightening of one screw. Hinged arms will pass through the narrow mouths of jars.

With this device pottery jars can be converted into beautiful electric lamps.

Made in four sizes top covers, 3 in., 4 in., 5 in., 6 in. Also made in single light with two-inch stems. The two light stems made in 6, 9, and 12 inch lengths.

Statuary Bronze or Brush Brass finish. Sold complete as shown, without jar.

Manufactured only by
J. B. Timberlake & Sons

Jackson, Mich.
Dept. M.

Also manufacturers of a large line of Wire Lamp Shade Frames
Send for Catalog No. 25

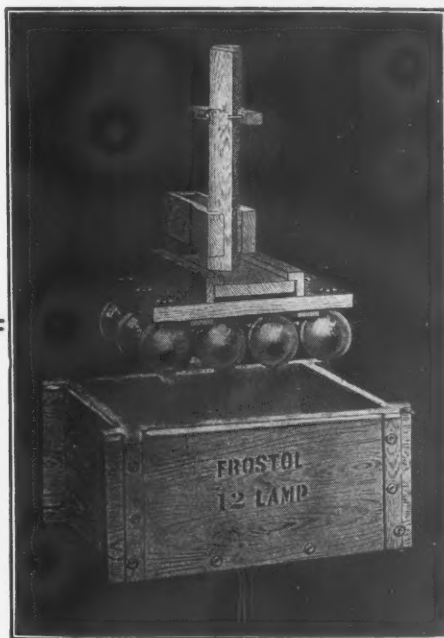


Patents
Applied
for



A refined Adam detail finished in Old Bronze, Ecrú and colors. It is typical of the new models shown in our latest Catalogue No. 40.

THE HORN & BRANNEN MFG. CO.
427-433 N. Broad St., Philadelphia, Pa.



Sell Frosted Lamps to Your Customers Today

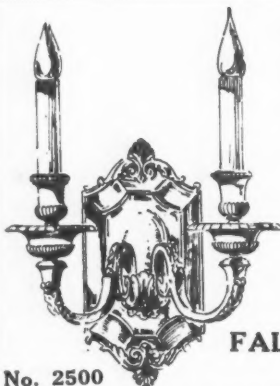
Buy all your lamps clear—and order a Frostol outfit. It will enable you to cut your present lamp stock in half, yet supply on the spot any style of frosting your customer desires. Makes one lamp do the work of two.

Frostol is wonderfully efficient—frosts lamps as low as \$2.50 per thousand! Whether you frost 100 or 10,000 lamps there is a Frostol outfit to fill your needs. Stock Tanks come in 6, 12, 24 lamp sizes and are guaranteed for 10 years. All tanks are custom made, with a lead-burned lining and are rigidly reinforced. Frosting equipment comes packed inside the tank.

Start making money frosting your own
Send for prices and details today

Frostol Distributing Company
799 Greenwich Street, New York City

FROSTOL



IF you are interested in highly artistic lighting fixtures or lamps that are moderate in price and profitable for you—handle

"Falkenbach" (Woodfibre)

products. Distinctive and ideally suited for residences, hotels, theaters and Public Building Installations.

FALKENBACH Mfg. Co., Inc.

No. 2500

Your inquiries will be given prompt attention

159 E. 54th Street
New York

True Color Effects for Window and Display Lighting

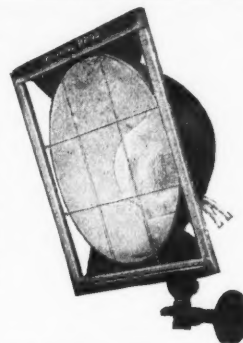
This lighting unit is but one of several recently designed especially for true stage color effect lighting of show windows, exhibits, displays, etc. The same color mediums are used in slide frames the same as on the stage and can be changed at will. These are the lights used in the recently much discussed New York 5th Avenue Shoppe displays. This new line of Lights should interest every electrical and lighting supply house and dealer.

Write for Special Display Bulletin
Flood Lighting with Color Effects

UNIVERSAL ELECTRIC STAGE LIGHTING CO.

KLIEGL BROS., Props., 321 West 50th Street, New York

Stage Lighting Engineers—Designers and Builders of everything electrical for the stage and theatre. (1A)



Here's How—

Many Fixture Manufacturers and Assemblers have discovered that United Parts, although at popular prices, stand high in every quality that makes for sales and customers' satisfaction. You too will discover the same.

Write for full details.

United Metal Spinning Company, Inc.

440-444 Adelphi St., Brooklyn, N. Y.



CHAMPION LAMPS

1921 QUOTA OVERSOLD

Not only because of the "good things said of them, but for the real service they have given.

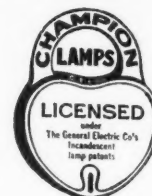
Write now for a dependable 1922 supply. A complete line.

CONSOLIDATED ELECTRIC LAMP COMPANY

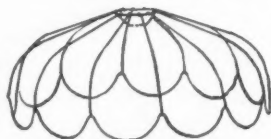
812 MAPLE STREET

Manufacturers

DANVERS, MASS.



MODERN WIRE LAMP SHADE FRAMES



51

1-dozen assorted, 4 kinds, Floor Lamp Frames
1-dozen assorted, 4 kinds, Table Lamp Frames
1-dozen assorted, 3 kinds, Bedroom Lamp Frames



114



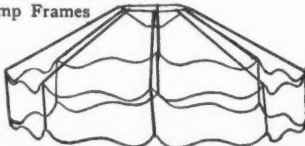
223



129



101



217

—assure a quick turnover with little sales effort and liberal profit to jobbers and dealers carrying an assortment of frames in all sizes.

—a complete assortment of 36 wire frames, 3 frames to a size, packed in one crate. Size 24 in. x 48 in. Weight 38 lb.

These frames are well made and include the most artistic lamp shade designs. Original prices are low enough so that both the jobber and retailer are certain of a liberal profit, and the consumer of a fair buy.

Estimates furnished on special assortment or quantity lots of wire goods of every description.

Modern Wire Specialty Co., Inc.

334 S. Wabash Ave., Chicago



MARVEL NITROGEN LAMPS

All Sizes!

Stamped on every Marvel carton are the words "One GUARANTEED Nitrogen Lamp."

You are protected! You and your customers are assured of perfect lamps—no disappointments, no misunderstandings — no comeback claims.

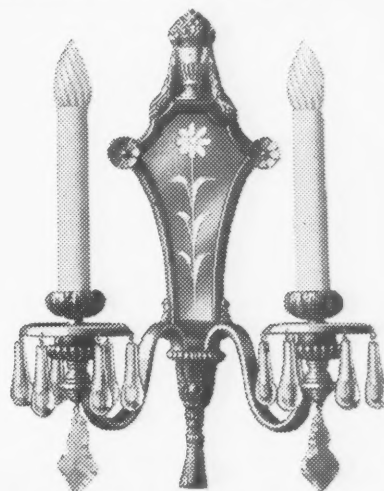


IMMEDIATE
DELIVERIES!

Write or Wire

**BRITE LITE
LAMP MFG. CO.**

214 Oxford St.
PROVIDENCE, R. I.



Here's One Sure Way to a Bigger Fixture Business in 1922

This is one of our many attractive new bracket designs for the New Year. You should get acquainted with the whole Crescent Line of high value fixtures for we have any number of designs that will assist you in meeting the most exact requirements of your customers.

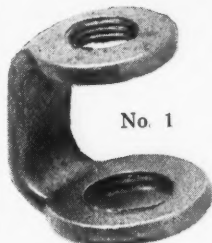
Write us for full particulars today.

CRESCENT ART METAL COMPANY

Designers and Makers of Fine Lighting Fixtures
200 Water St., Bridgeton, New Jersey



Belmet Candle Extension
 $\frac{1}{8}$ x $\frac{1}{4}$ x 3 in. long, Curved Body



No. 1

"BELMET" Steel Stamped Hickies are becoming more popular among progressive manufacturers. They use them constantly.

The illustrations show full size Belmet Hickies. No. 1 is made in $\frac{1}{8}$ x $\frac{1}{8}$, $\frac{1}{8}$ x $\frac{1}{4}$ and $\frac{1}{8}$ x $\frac{3}{8}$ pipe threads. No. 2 is made in $\frac{1}{8}$ and $\frac{1}{4}$ x 4. Other sizes can also be had from stock and to order.



No. 2

All our Hickies are stamped with the trademark "BELMET", for your protection.

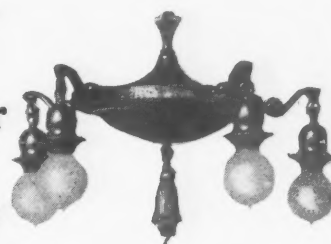
Belmet Hickies line up perfectly, have full threads, are uniform, strong, smooth and true.

"BELMET" Hickies are very convenient for the assembler and save space and weight.

Ask us for samples and prices on BELMETS.

B. & L. Metal Stamping Co., Inc.
155-159 Jamaica Avenue, Brooklyn, N. Y.

Make Your Fixtures More Popular with Tassel Plugs



Tassel Plugs supply the convenience outlets which every home needs. More than that—they add to the beauty of every fixture.

Fixture manufacturers can increase the popularity of their line by incorporating the Tassel Plug in every Design. Dealers can profitably install hundreds of them.

Tassel Plugs are made in finishes to match every type and style of fixture.

**Robert J. Ward
& Co.,**

206 South 13th Street
Philadelphia, Pa.

Western Representatives:
GEO. A. GRAY CO.,
589 Mission St.,
San Francisco, Cal.



*Ask us for
more
information
about
Tassel
Plugs.*



No. 696
Size 8 x 13

"UNUSUAL" Is what your customers will say about Clinton Fixtures

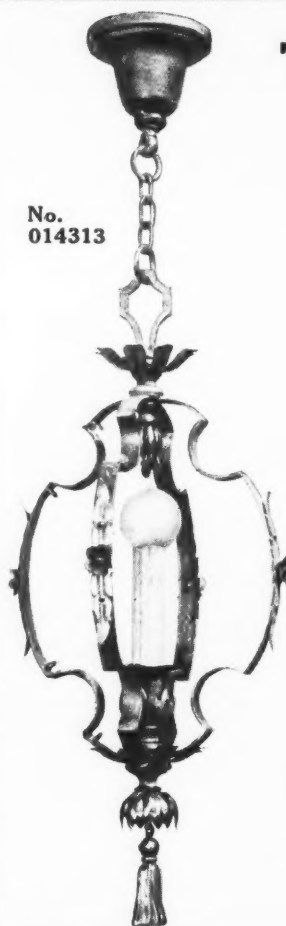
And the reason why they will say so, Mr. Dealer, is because we insist upon Originality and Distinctiveness first.

Many fixture dealers have already learned the superiority of Clinton Design and workmanship and have profited handsomely. You, too, will find them easy to sell.

*Exclusive numbers
and designs
for jobbers.*

Clinton Metal Lamp Co.
55-59 Chrystie Street
New York City

No.
014313



This Design

has proved a money maker for more than one dealer.

What it has done for others—it will do for you.

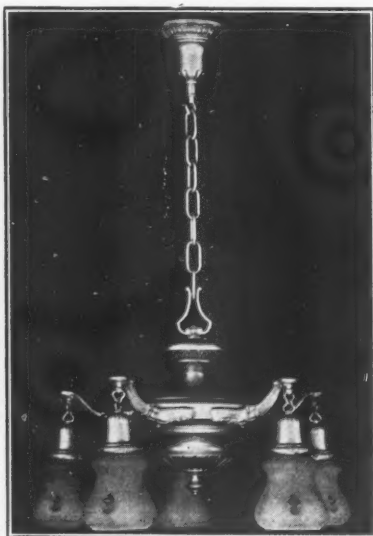
Order today and put it to work building business for you.

Our catalog shows any number of unique designs that are beautiful and profitable. Write for your copy.

Look for us at the Milwaukee Show.

**BIDDLE-GAUMER
COMPANY**

3846-56 Lancaster Avenue
Philadelphia, Pa.



Number
5305
Design
Patented

Quick Turnover Fixtures



ALT-LE Fixtures have every dominant quality that produces sales.

Number 5305 is a popular design and one that you won't be able to keep long as it is a popular seller. It is characteristic of the entire ALT-LE line.

Write us for details and let us put your name down for our new catalog that is nearly ready.

ALT-LE LIGHTING FIXTURE CO., Inc.
262 Bowery, New York, N. Y.



Our
New
Designs
Are Ready

Write
for
New
Catalog

Owen Walsh Mfg. Co.

525 W. 26th St.
New York, N. Y.



For 1922

WE

Have a
line of
Lighting
Specialties
it Will
Pay
You
to
Investigate
and Sell



No. 175

On Display at Our Show Rooms, 136 Bowery

Artistic Lighting Fixture Corp.
21-25 East Houston St., New York City

YOU

Should get
the details
today and
ask us
about our
complete line
of Fixtures
and
Commercial
Units

Write Now

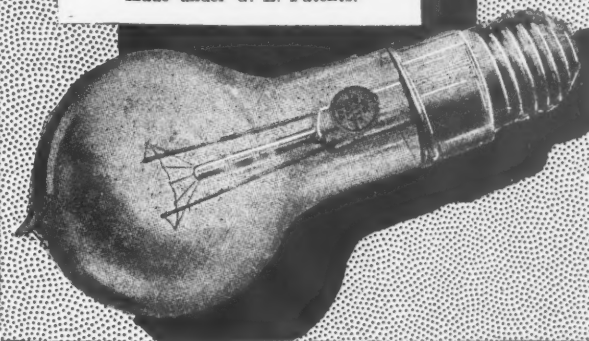
APEX

NITROGEN LAMPS

**Give Real
Satisfaction**

**An "Honest" Lamp
at an "Honest" Price**

Apex Electrical Specialty Co.
Ralph McNeill, Pres. and Engr.
77-83 Orange Street, Newark, N. J.
Made under G. E. Patents.



40,226

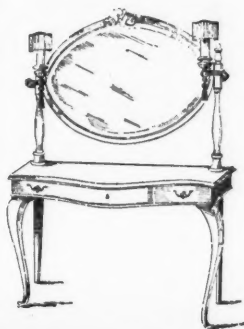


40,227

You Can Use White's Arms to Big Advantage

Fixture manufacturers can use White's Arms advantageously in a number of ways and they provide the ideal means of producing those dainty and fast selling bracket lamps for the dressing table, boudoir, bathroom or bedroom. Their construction is exceedingly practical and makes for easy installation.

Dealers can ring up big sales by featuring them as holiday leaders in the fixture line.



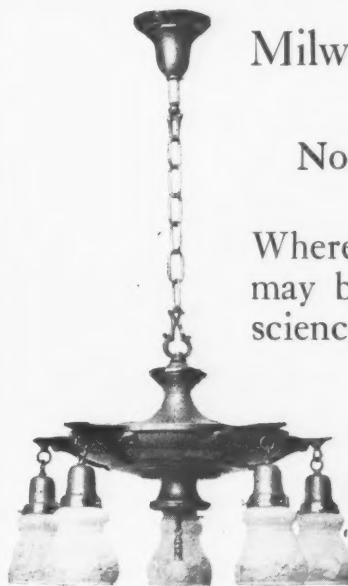
We have a complete line of patented and original fittings and parts which will interest every fixture man interested in cutting costs. Address your inquiry to

J. H. White Mfg. Co.
111 No. Third Street,
Brooklyn, N. Y.
*Manufacturers for the
Lighting Trade*

Milwaukee Booth

No. **13**

Where we will exhibit
may be unlucky, but
science takes no ac-
count of luck,
and Lincoln
Fixtures are
manufactured
on scientific
principles.



Ask your jobber for Lincoln Fixtures and
you will be pleased because they are

"Remembered for their value."

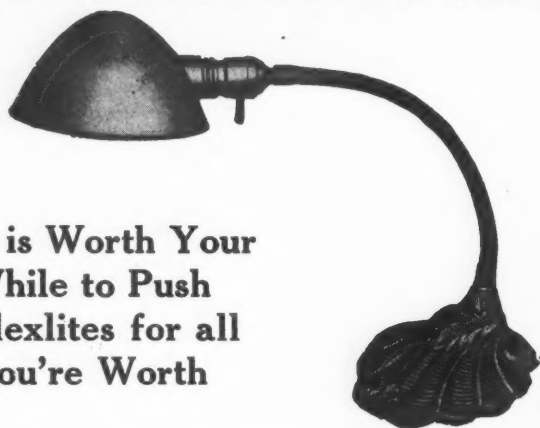
Packed in the individual brown stripped carton.

Lincoln Manufacturing Company
2630 Erskine St., Detroit, Mich.



FLEXLITE

FIXTURES and SPECIALTIES



**It is Worth Your
While to Push
Flexlites for all
You're Worth**

Flexlite Adjustable Desk Lamps are highly profitable to sell. The public knows Flexlite as the best light adjustable to any angle.

If you want proof of their fast-selling qualities see the entire Flexlite Line at Booth No. 100 at the Milwaukee Fixture Show.

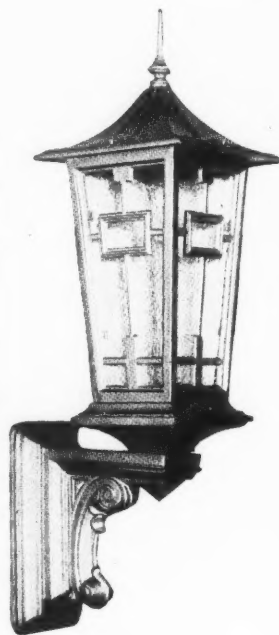
Popular finishes are in Pompeian, Flemish Statuary Bronze and Verde. Special finishes also at small additional cost.

Write for prices and details

Patented and Mfg. by

R. MILT RETHERFORD

109-111 N. High Street, Muncie, Indiana



C486

Height Lamp, 16½ inches. Bracket, 10 inches high; 5 inches wide.

We manufacture a complete line of Copper Lanterns. Also a complete line of brass fixture parts.

*We will be glad to
send you our cata-
logue.*

Friedley-Voshardt Co.

733-737 S. Halsted St., Chicago, Ill.



MAGNET

FIXTURE

PARTS

Magnet Fixture Parts in Jap Gold Finish and Dark Jap Gold Finish with high lights in polished gold make attractive, saleable fixtures.

Any requirements in made to order fixtures can be met with a stock of Magnet Fixture parts. Any dealer can make fixtures for his customers, easily, quickly, and at a liberal profit. New and distinctive effects or anything that is needed to harmonize with the user's home or special requirements can be produced quickly and economically.

Write for prices and samples today

Magnet Appliance Co.

160 No. Wells St., Chicago

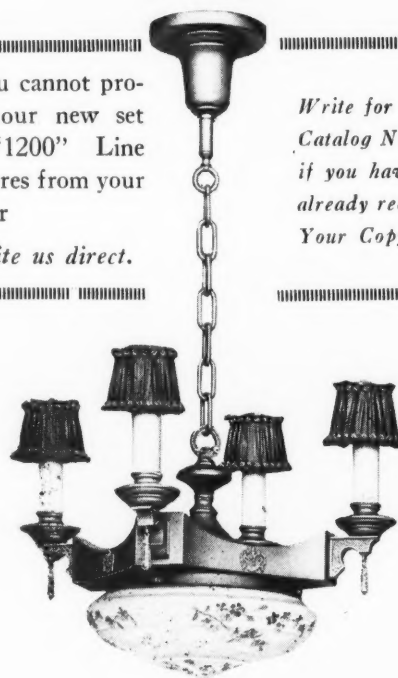
THE "1200" LINE

PATENTED

If you cannot procure our new set of "1200" Line Fixtures from your jobber

Write us direct.

Write for
Catalog No. 9
if you have not
already received
Your Copy.

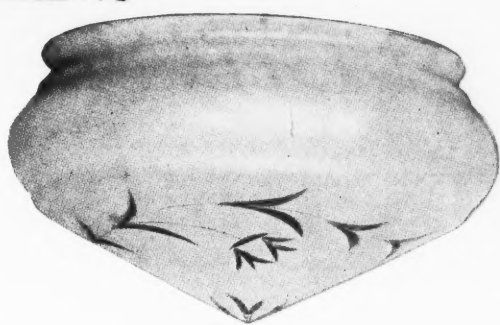


No. 21201

Dallas Brass & Copper Co.

ORLEANS ST. and INSTITUTE PL., CHICAGO

BRANCHES: New York Cleveland Detroit San Francisco.



Your Profit Is What Counts



THERE are only two things that interest you in the sale of merchandise, *Quality and Price.*

Which do YOU want?

You get *both* when you buy our hand-blown glassware at machine-made prices.

Jeannette glassware will increase *your profit* and satisfy your customers.

Jeannette Shade & Novelty Co.

Jeannette, Pa.

New York Office: 10 W. 23d St.



We have a brand new catalog with brand new ideas in decorations and cuttings. Write for your copy.

See our exhibit at the
Milwaukee Show,
Jan. 30—Feb. 4.

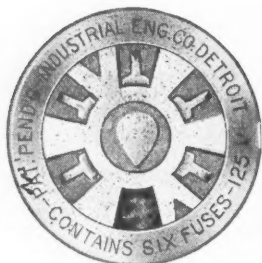
Give the Public What It Demands

THE IECO SIXFUSE

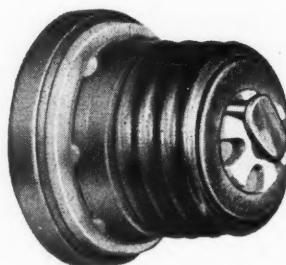
Six fuses in one that costs less

(Multiple Fuse Plug)

SIXFUSE,
the fuse
plug that
indicates
which fuse
is blown



SIXFUSE,
the fuse plug that
fits all open and
enclosed switches.



SIXFUSE,
the plug
that shows
which fuse
is in
service

The IECO SIXFUSE does away with all annoying guess-work as to which fuse has blown on your fuseboard. The pointer in the center of the dial shows at a glance whether the fuse is "dead" or "live". If dead the fuse section will be blackened. If live the fuse wire can be seen. To change, pull out brass contact at back, turn to right or left until pointer indicates a clear fuse.

Today the public demands all it can get

for its money plus service. IECO SIX-FUSE Plugs fill the present day need.

Added to this is the solution of your electric appliance trouble. If a fuse blows out all the housewife has to do is to turn the plug and the work goes on without trouble to you.

There are big possibilities in the sale of IECO SIXFUSE Plugs. Write us for our liberal Jobber and Dealer proposition.

Industrial Engineering Co.

Detroit, Mich., 407 E. Fort St.

SIX FUSE

Which pays best— cheap work or quality work?

That's an important question — a fundamental question — which every Electrical Contractor has got to answer for himself.

We know that this much is true:

If you figure your bids on cheap materials and poor workmanship — if your only object is to "get by" the building inspector — you may, perhaps, get a few jobs you would otherwise lose. But in such jobs there's little profit. And they don't build business — in the long run they drive it away.

On the other hand, if you work for your customers' interests as well as your own — if you use good materials and do the work right — you are building up a permanent business that will keep on growing.

For high quality work, Rockbestos Fixture Wire is without an equal. It is insulated with pure, long-fibre asbestos, moisture-proofed with a special chemical compound. It is absolutely fire-proof and doesn't deteriorate with age. After years of service it is just as good as when first installed.

Rockbestos Fixture Wire *isn't* "slow-burning" wire, and it *isn't* rubber-insulated wire. It is an entirely different product, for it is positively *non-burning*, and the insulation never dries out and crumbles away.

Rockbestos Fixture Wire is made in various types and colors. Black and white are standard in the unbraided conductor; while brushed brass glazed cotton or silk are the usual colors for the braided conductor. However, any special color you desire can be supplied.

Write today for samples and quotations. Let Rockbestos Fixture Wire help you build a reputation for Quality Work.

ROCKBESTOS PRODUCTS
C O R P O R A T I O N

NEW HAVEN, CONN.

FIXTURE WIRE

HEATER CORD

SWITCHBOARD WIRE

STOVE WIRE

MOTION PICTURE CABLE

MAGNET WIRE

ROCKBESTOS

A S B E S T O S W I R E

It's not the first cost that matters.

It's the cost of installing Loom
that adds up—

That's where you save when
you use

DURADUCT **DURACORD**

is an economy, too, because it
will outlast the ordinary port-
able cord and show a lower cost
per month in service.

**Tubular Woven Fabric Co.,
Pawtucket, R. I.**

NEW YORK OFFICE
52 Vanderbilt Ave.

CHICAGO OFFICE
549 W. Washington Blvd.



The Hidden Detail

Back of the most carefully planned lighting effects is the dependence placed upon the wiring of the house. Using just any kind of wire means difficulties in the construction, and the possibility of trouble to the householder after the job is finished. Using a dependable standard wire insures satisfaction to everybody concerned, contractor, architect, owner, and even the workmen who install it.

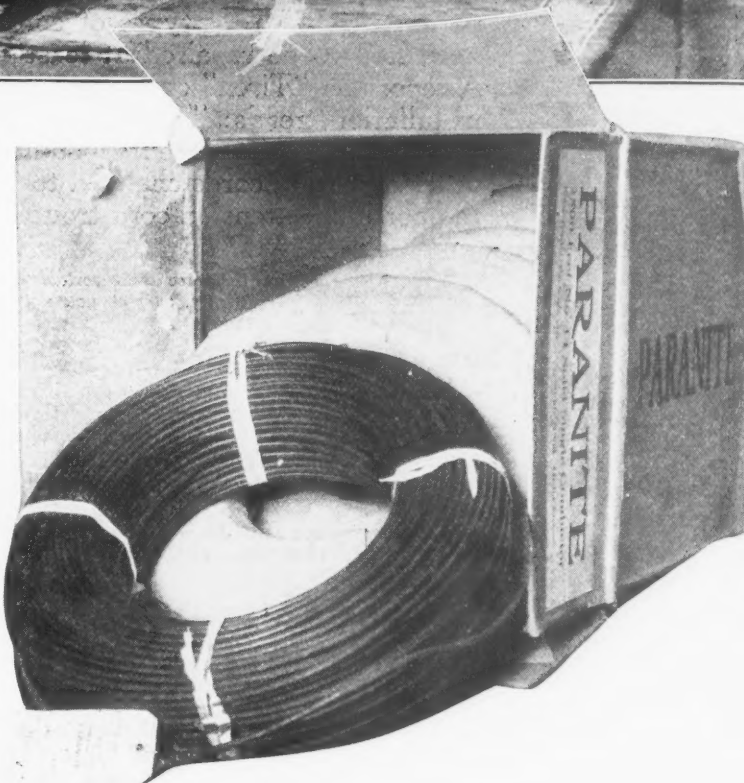
Choose which kind of work you will stake your reputation upon, and remember that the **PARANITE** label means thirty years of leadership in wire manufacture.

**Indiana Rubber & Insulated
Wire Co.**

Jonesboro, Indiana

Chicago: 210 So. Desplaines St.

New York, The Thomas & Betts Co., 63 Vesey St.



IF IT'S

PARANITE

IT'S RIGHT

TIREX *Portable Cord* for *Extension Work*

A new type of construction, in which the protective outer covering of 60% rubber compound affords extraordinary resistance to mechanical wear. The flexible conductors are insulated with 30% rubber compound.

Trade **TIREX** Mark

**wears at least four times as long
as any other cord**

A Case in Point: "Tirex" Portable Cord was installed Feb. 24, 1921, in refrigerating rooms of a brewery and used continuously on wet concrete floors. The manufacturer had experienced much trouble in this place and had experimented with all types of cords. Other cords, when new, had to be repaired at least once within *two weeks*. A report on "Tirex" cord, date July 21, *five months* after installation, reads: "The 'Tirex' Portable Cord has not been in for repairs since its installation. Have had all the other extension cords changed to 'Tirex' and now believe the portable extension cord trouble has been eliminated."

For the place where portable cord fails most frequently, why do you not try "Tirex"?

Tirex Cord Will Not Kink

Tirex Portable Cord is flexible and cannot kink.

Tirex Is Made in All Sizes

Tirex Portable Cord is stocked in two and three conductors in sizes 10 to 18 inclusive.

In sizes 16 and 18 Tirex Portable Cord is cut in lengths of 250 feet and packed in easy resale cartons, from which it can be sold in desired lengths.

Free samples will be sent upon request, stating types, sizes and quantities usually purchased.

SIMPLEX WIRE & CABLE CO

MANUFACTURERS

201 Devonshire Street, Boston 9

15 South Desplaines Street, Chicago

Joseph G. Brobeck
120 W. 32d Street
New York

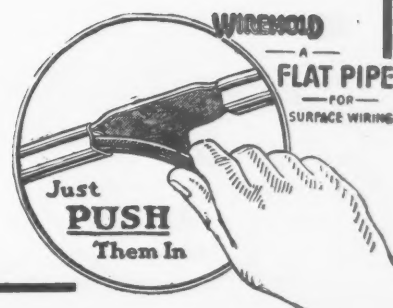
E. S. Stickle Co.
Union Arcade Building
Pittsburgh

612 Howard St., San Francisco

Harris & Evans
Real Estate Trust Building
Philadelphia



**DO YOU KNOW
THAT THE
SLIP JOINTS
OF
WIREMOLD
FLAT PIPE
ELIMINATE
THREADING**



BUSS PLUG FUSES

Mean More Sales, Easier Sales and Greatly Increased Net Profit FOR THE DEALERS

The BUSS Plan of Merchandising Plug Fuses is the only plan which is Geared to the Public Needs. It is the only plan which provides an opportunity for the public to buy an Approved Plug, Superior in Design, Construction and Utility, together with complete information concerning the proper use of fuses, on a basis which provides a proper compensation to the dealer for his part in conferring this benefit on the public. It is based on the unescapable logic that no part of a public service can be performed for nothing.

The Attractive Carton Automatically Sells 10-AT-A-TIME

Dealers are finding that few people have a supply of Plug Fuses and that the handy carton sells itself.

The convenient form and size of the carton; the rich colorings of the carton and the counter and window card make an attention-compelling display that results in many sales not only of BUSS Plug Fuses but of other electrical appliances.



INSIST ON BUSS CLEAR-WINDOW PLUG FUSES

Packed in the 10-at-a-time, Self-Selling Carton

BUSS Plug Fuses are guaranteed to have a large CLEAR WINDOW and clean interior, so that the user may *always* tell which fuse is blown. The information on the carton is worth to the customer many times the cost of the ten plug fuses. The double appeal of utility and service is irresistible.

BUSSMANN MANUFACTURING COMPANY, St. Louis, Mo.

BUSS FUSES

BUSS PLUG FUSES

Mean an Opportunity to Better Serve the Public to the Net Advantage of Both the Public and the DEALER

When the dealer sells plug fuses one, two or three at a time, he generally sells at a loss. He does not benefit either himself or his customer by this loss. Under the BUSS plan, the dealer sells the customer the best plug that any money can buy, plus a service and utility offered by no other plan, at a price and under conditions where both the customer and the dealer are gainers.

The BUSS Plan of Merchandising Plug Fuses

Is providing an incentive to the customer to lay in a supply of Plug Fuses for emergencies.

Is increasing unit sales, helping the sales effort of the dealer, quadrupling his turnover and increasing his profit many times.

Is lifting Plug Fuses out of the rubber-covered wire class and making them articles of stable merchandise.

BUSS Clear-Window Plug Fuses are packed 10-at-a-time in handsome two-color, self-selling cartons, on which is printed full information concerning the proper use of fuses.

A Standard Package contains 20 cartons (200 fuses), a handsome display card with easel, printed in three colors; an empty carton for use with the display card; a dealer sheet showing newspaper electros and leaflets which can be obtained.

INSIST ON BUSS CLEAR-WINDOW PLUG FUSES

Packed in the 10-at-a-time, Self-Selling Carton. Mail the Coupon attached for further information.

BUSSMANN MANUFACTURING COMPANY, St. Louis, Mo.

BUSS FUSES



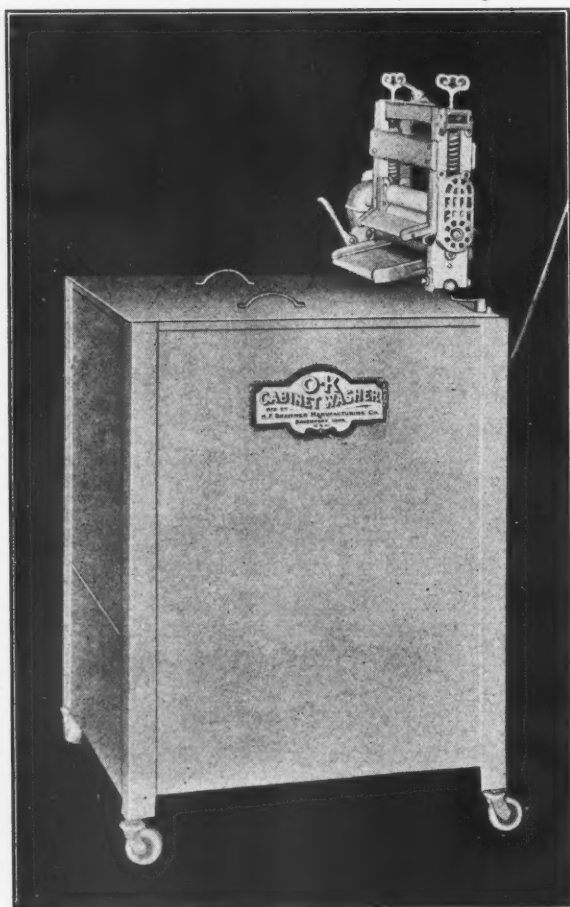
The Counter Card is a Great Salesman for the Dealer. Rich and striking colors. Sturdy, Practical. Shows the Plug Fuses in Cutout, the 10-at-a-time carton, and tells the whole story at a glance.

BUSSMANN MANUFACTURING CO.
3819 No. Twenty-Third St., St. Louis, Mo.
Please send me full information regarding the BUSS Plan of Merchandising Plug Fuses.

Name _____
Street _____
City _____
State _____

E.M.-12

The O-K Cabinet Washer



*Ask Us for Our
Special Proposition
to Dealers*

*The Washer that
Stops Itself when
the Wash is Finished—
And Stops if the
Doors are Opened*

This is the only washer on the market that stops itself when the wash is done.

Merely place the clothes in the tub. Set the Automatic Timer and turn on the current. That is all.

When the clothes have washed for five, ten, or twenty minutes (or any fraction thereof) the machine stops automatically.

Absolutely Safe

Another exclusive feature lies in the *safety feature*. Whenever the doors are opened, the machine will stop. This prevents any possible accident from occurring while the machine is in motion.

Construction

The O-K Cabinet Washer is a cylinder type machine which reverses itself at every revolution.

It is built to last a lifetime. There are but few moving parts, and practically nothing to cause trouble or get out of order.

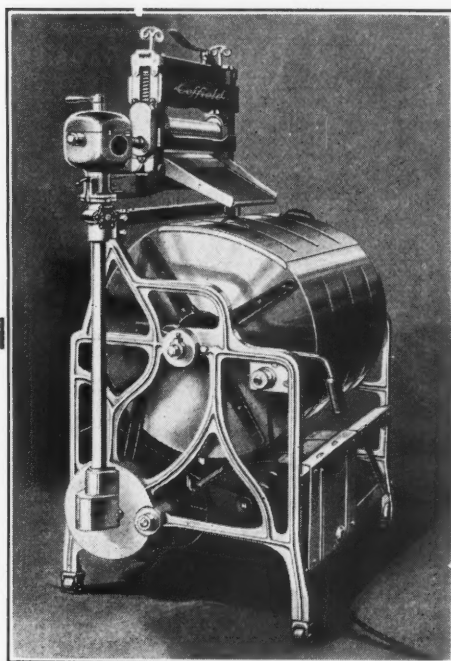
A Big Proposition for Dealers

We have a special discount to dealers on the O-K Cabinet Washer. Discounts are figured to allow a good, liberal margin of profit on every sale.

All prices are *net*.

Get the facts! Write or wire TODAY.

H. F. Brammer Manufacturing Company, Davenport, Iowa



Selling Expense on the Coffield is Surprisingly Low

The Reason is easy to find.

Coffield owners feel real pride in their washing machines and are quick to show friends and relatives the big advantages of the Coffield in the home. Each woman who owns a Coffield really becomes an enthusiastic booster for the Coffield Dealer. By her enthusiasm she produces new prospects and sales for him every day.

Are you getting the benefit of this *Cumulative Value* of every Coffield Sale?

If you are not a Coffield Dealer and want to handle a washer that always pleases and is steadily profitable—write us today.

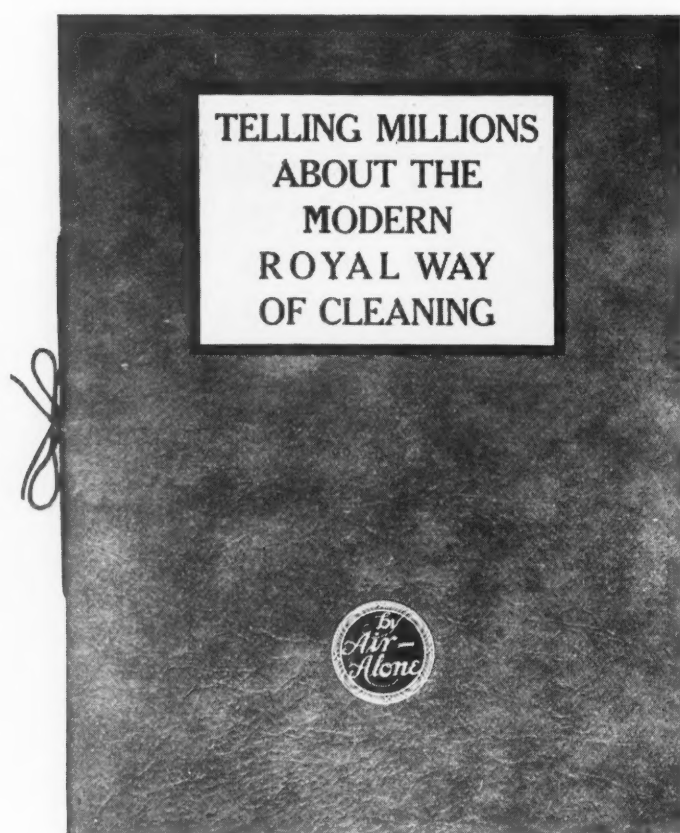
*Ask for new lists and information on "Model B,"
the whirlwind sales producer.*

The Coffield Washer Co., Dayton, Ohio, U. S. A.

Producers of Washday Smiles for 17 Years

The Coffield Washer Co. of Canada, Ltd., Hamilton, Ontario

Coffield



Here is the new Royal Direct-Action Sales Plan which Royal dealers are using so successfully. Send for this new local plan today.

"The new Royal Sales Plan is a winner," dealers everywhere report

Take the case of Forest Brothers, 318 West State Street, Rockford, Illinois. In less than two weeks after they had undertaken Step 1 of the Plan, they had closed sales to more than 10 per cent of the names, they had demonstrations booked in twice as many homes, and requests were coming in daily for home tests of the Royal.

"Biggest business in our history"

"We are going to do the biggest business on cleaners in our history," Mr. Herb, sales manager, reports. "Our salesmen are enthusiastic. People are

talking about the Royal. No one can talk 'hard times' to us now."

At Kankakee, Illinois, the Royal sales representative started to outline the Plan to one of the leading merchants. Before he had described more than one-half of the plan, this dealer was thoroughly sold. "You needn't go any farther—I want it," he told the salesman.

1,000 prospects for this dealer

A North side dealer in Chicago reports that he has over 1,000 "live" prospects. His problem is to call on them fast enough. And so it goes—from the



THE ROYAL

CLEANERS BY

Why the Royal way of cleaning is the thorough way

What a Sunbeam proves about the Royal way of Housecleaning

1 1/2 Quarts of Dirt in 6 Minutes out of a "Clean" 9x12 Rug

AS A CHRISTMAS PRESENT GIVE HER THIS EXCEPTIONAL SERVANT

THE ROYAL Electric Cleaner

AIR ALONE!

Here are shown reproductions of the big Royal double pages in the Saturday Evening Post, and the full pages in the Ladies' Home Journal and Good Housekeeping

Atlantic Coast to the Pacific, in the large cities and in the smaller towns.

Royal dealers who have adopted the new Direct-Action Sales Plan are enthusiastic. They are selling far more electric cleaners than before, they are hiring new salesmen, and they are increasing their business in other lines.

"The new Royal Sales Plan is a winner"

Then why isn't it working for you? Have you business enough now? If not, isn't it the wise thing to investigate, to write for detailed information

to get "first call" on the cleaner business in your community?

There's business to be had in every city in the land. Factories are re-opening, sales figures in almost every line are climbing, and there's more money to spend for things that are needed.

Get your share of it

The Royal Direct-Action Sales Plan shows you how to get your share—and more. Will you get it? Make a start towards getting it—write or wire for the Royal Plan—today.

The P. A. Geier Company, Cleveland, Ohio
Manufactured in Canada by
Continental Electric Co., Ltd., Toronto, Ontario

Electric Cleaner

AIR ALONE!



ANOTHER SALES SENSATION!



Between —
November 19th
and **December 24th**

We will give
A Complete Set of
Attachments FREE
 with every Eureka Sold

*Write for the details
 of this plan at once*

EUREKA VACUUM CLEANER CO.
 DETROIT, U. S. A.

Canadian Branch: Kitchener, Ont. Foreign Branch:
 8 Fisher Street, Holborn, London, W. C. 1, England

Eureka World Prestige

Grand Prize, Panama-Pacific Exposition; Grand Prix and Gold Medal at Brussels, February 1920; at Milan, Italy, July 1920; at Paris, France, May 1921; also the highest Award Diploma and Gold Medal at Amsterdam, Holland, July 1920

EUREKA
 VACUUM CLEANER

(18)

Do You Know Why Rutenber Products are Featured when Winter comes?



They make the home "comfy"

When you're selling comfort and happiness to every member of the family you've got a headliner and you're bound to make money.

That's what you are selling when you have Rutenber quality products.

Instantaneous heat where you want it, when you want it—piping hot food prepared on the table without the usual drudgery in the kitchen—Rutenber Appliances make a pretty strong appeal, don't you think?

The prices are low, the service is efficient and the quality is high.

Investigate and learn all about the Rutenber line.

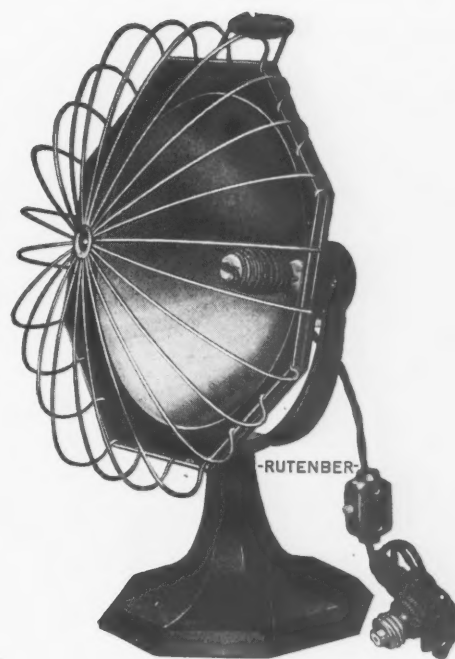
RUTENBER ELECTRIC CO., Marion, Ind.

New York Office: 145 W. 45th Street

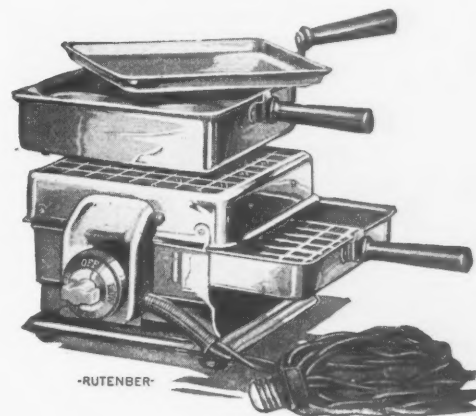
Chicago Office: 154 W. Lake Street

Pacific Representatives:

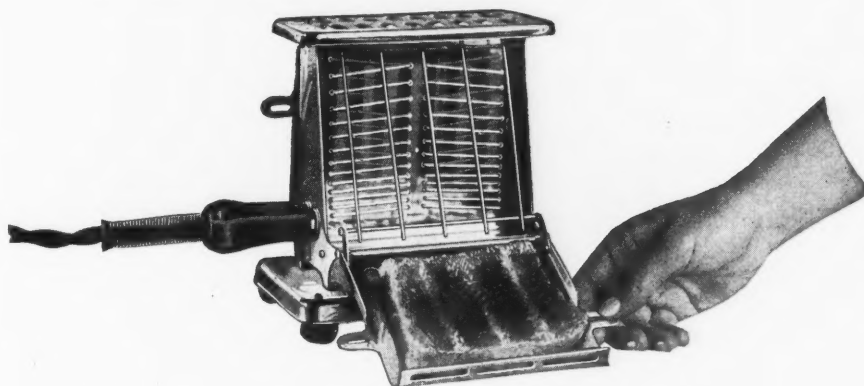
Western Agencies Co., San Francisco, Los Angeles and Seattle



Rutenber Reflector Type Radiators are supplied mounted on a swivel base to permit of operation at any angle. They are finished in highly polished copper and handsome green enamel.



Rutenber Flip-Flop Toaster—easy to sell because of the flip-flop feature which turns the toast automatically. Out of the strictly competitive market and therefore a profitable toaster to handle. Prices and discounts on request.



Rutenber Model No. 207 Table Stove—this model bakes, boils, broils, steams and fries any article of food right on the table. Equipped complete with two 1 7/8 in. and one 1/2 in. deep pans and four custard or egg cups—all aluminum. Write for prices and discounts.

Rutenber Quality Products

There's a Big Market for the *Whip-All*

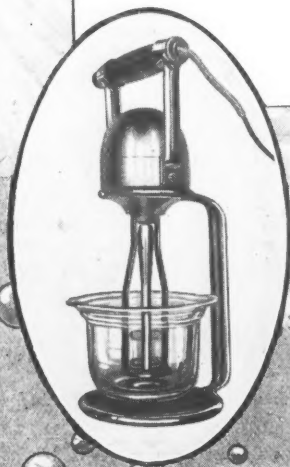
ESTIMATE the number of those who cook and you have the size of the market for *Whip-Alls*—in homes, hotels, clubs, restaurants. The housewife, cook, chef, have always had to mix food by arm-tiring action—*until now*. The *Whip-All* does it electrically and as it never was done before—by whipping air into food and drink. Makes them lighter, taste better, more digestible. Does it quickly, too.

Whip-All is simple, sturdy, doesn't get out of order and require service. Its universal motor is completely housed, but will not heat. The safety switch protects your customer. *Whip-All* attaches to any lamp socket and can be used in the hand or on its stand.

You'll want to know about this new, quick-selling appliance. It is not an egg beater, but a food and drink mixer unlike anything on the market. Send for dealer proposition now. Address nearest office.

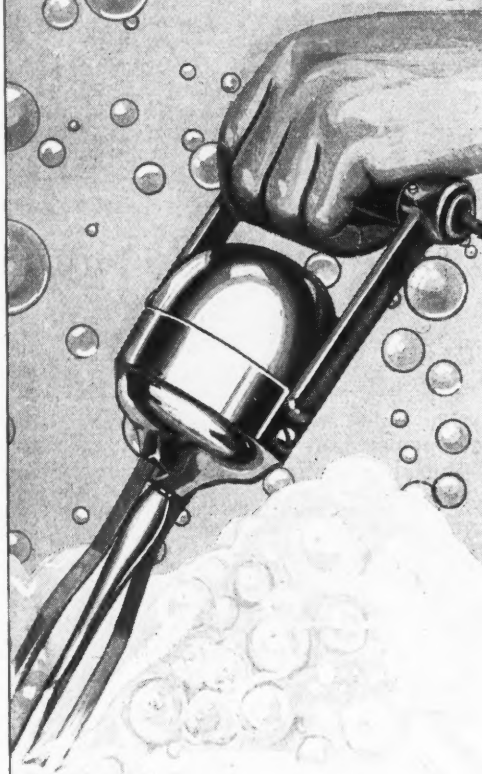
THE
AIR-O-MIX
CORPORATION

51 Beaver Street, New York City
Philadelphia: 1500 West Montgomery Avenue
San Francisco: 711-713 Mission Street



Whip-All

The Electric Food Mixer
that aerates food





Announcing the new

ESLER TWO-WAY PLUG

Neat, Light and Strong

Brass Cover, Phosphor Bronze Contact Springs.

For the Better Class of Homes, Stores and Offices

PRICE 75 CENTS

DEALERS:—So long as you continue to sell electrical appliances—so long as electrical energy is used—two-way plugs will be as staple as sugar. Your stock should include the plugs that serve your customers best.

FOR YOUR OWN SAKE — AND YOUR CUSTOMERS—you should know this new plug.

It is handsome, you'll admit, and—well, we sincerely believe that it's just the finest two-way plug on the market.

Order thru your jobber.

Yours for Double Service

ESLER ELECTRIC MFG. CO.

Marion, Ind.

CHICAGO

The M. B. Austin Co.,
108 So. Desplaines St.
Chicago, Ill.

SAN FRANCISCO

Western Agencies, Inc.
711 Mission St.,
San Francisco, Cal.

BUFFALO

H. H. Howell Electric Co.,
Niagara and Franklin St.,
Buffalo, N. Y.



Attract customers with a Dim-a-lite display

Are you among the progressive dealers who are capitalizing to the fullest measure the DIM-A-LITE advertising now running in the NATIONAL MAGAZINES?

This year is going to see business on a stable and prosperous basis. We intend that DIM-A-LITES shall do even more than their share in increasing business for you.

These economical conveniences are regarded by the informed public more and more as necessities. When properly displayed they are a powerful means of drawing customers into your store.

Re-order DIM-A-LITES

WIRT COMPANY

PHILADELPHIA, PENNSYLVANIA

Chicago
DOHERTY-HAFNER CO.
618-626 W. Jackson Blvd.

New York
HATHEWAY & KNOTT
117 West Street

San Francisco
GEORGE A. GRAY CO.
589 Mission Street

Export
PASS & SEYMOUR, INC.
66 West Broadway, N. Y. C.

Canada
BENJAMIN ELECTRIC MFG. COMPANY of Canada, Ltd.
11-17 Charlotte Street, Toronto

Make An Extra Profit on Every Electrical Appliance You Sell For Christmas

Every sale of a lamp, a percolator, an iron, a toaster, a vacuum cleaner, a room warmer or other appliance, will mean the sale of one or more HEMCO Twin-Lite Plugs, if you'll just *display* them.

Remind people, by your displays in window and on show-case, that a HEMCO Twin-Lite Plug will enable them to use any appliance on a socket without having to do without the light on that socket. Everyone who has an electrical appliance *needs* a HEMCO Twin-Lite Plug. And everyone who gives an appliance for Christmas should make the gift complete by adding a Twin-Lite.

Thousands of dealers have proved that displays of appliances with Twin-Lite Plugs not only sell plugs but increase sales of appliances.

One dealer says "A day and a half after we put our display in the window our stock in the store was exhausted and we had to make raids on the window. People came in one after another and asked for 'a double socket like those in the window.'"

A large firm in Chicago, after putting in window and counter displays of appliances with HEMCO Twin-Lite Plugs, is selling over 1800 plugs weekly.

If you are not handling HEMCO Twin-Lite Plugs, write at once for our prices and order a sufficient quantity to enable you to get these extra profits on every sale of appliances for Christmas.



GEORGE RICHARDS & Co.
Dept. 10 557 W. Monroe St., Chicago, Ill.

GEORGE RICHARDS & CO.
344 E. 40th Street
New York City

Pacific Coast Agents
GEO. A. GRAY CO.
589 Mission St., San Francisco

New England Agents
PETTINGELL-ANDREWS CO.
Boston, Mass.

Sole Export Distributors
CORNELIUS-SCOTT-SARGEANT, INC.
29 Broadway, N. Y. C.

HEMCO
TWIN-LITE
HEMCO is on Every Twin-Lite
MADE OF CONDENSITE
WILL LAST A LIFE TIME



Four

Haag

Aces

The BIG advantages enjoyed by all HAAG dealers is that under a well-known quality name they can offer four types of electric washers, each of which has its own special appeal to the buyer whose income is limited to a fixed allowance for the purchase of a good dependable electric washer.

We have an excellent group proposition which will be offered for a limited time—throughout December only. INQUIRE NOW.

HAAG BROS. COMPANY, Peoria, Ill.

STANDARD



1 Heat Pad
with through switch
\$5.50

**At Prices that Insure Quick
Sales and Good Profits**

110-volt, 12 x 15, 3-Heat, \$9.00.
110-volt, 10 x 13, 1-Heat, with through switch,
\$5.50.
220-volt, 12 x 15, 1-Heat, with through switch,
\$9.00.
32-volt, 12 x 15, 3-Heat, \$10.00.
32-volt, 9 x 12, 1-Heat, with through switch,
\$7.50.

A Good Proposition for You in 1922

In 1922, people are going to look carefully into both price and quality before they buy.

It's up to the Electrical Dealers to stock merchandise which will appeal on both of these counts.

Standard Electric Heating Pads carry this double appeal of price and quality, which is but another way of saying high value.

The price of Standard Pads will interest your customers and our liberal discounts will interest you.

Made in four colors, Tan, Gray, Red and Purple. Backed by a two-year guarantee of quality and service.

*Get the details of our proposition and start 1922
with this Pad that won't come back*

**Standard Electrical Appliance
Company**
Beverly, N. J.

Manufacturers of Heating Pads exclusively

HEATING PADS

Manning-Bowman Quality Ware



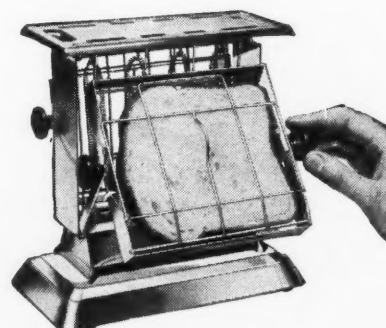
Heating Pad
No. 682. \$10.00

An even dry heat—
When you want it.
Where you want it.
As you want it.



Percolator Set. No. 133930. 4 pieces. \$65.00

Heavily Silver Plated on Nickel Silver. Repousse chasing. Butler finish. The latest M-B Percolator Set.



Reversible Door Toaster
Nickel Plated

No. 1225. As illustrated . . \$8.00
No. 1226. With Toast Rack . 8.50

It toasts a full slice of bread without trimming. It toasts quicker. It turns the toast.

Consider Its Many Advantages

THE Manning-Bowman Electric Iron is built to give a lifetime of satisfactory service. The heating unit is embedded in a special cement which protects it from burnouts and from breakage from jolts, jars or falls.

In addition to its durability and exceptional efficiency, the iron is designed for the greatest convenience in service. Its perfect balance makes it easy to handle without tiring the wrist. It heats quickly and evenly with a little extra heat toward the point where it is most needed. Its tapering point glides easily into folds and ruffles so difficult to reach with blunt-nosed irons.

A fifty-year reputation is behind this guaranteed electric iron. Made for use with separate stand or with an attached heel stand.

Non-heating handle and sturdy, practical attaching plug stay cool.



No. 1436. 6 lbs. Heel Stand. \$6.75
Nickel Plated

No. 1436. 6 lbs., with
Heel Stand . . \$6.75

No. 1426. 6 lbs., with
Reversible
Stand \$6.75

No. 1423. 3½ lbs. with
Reversible
Stand \$6.25

**Catalogue
Illustrating
Complete Line
Sent on
Request**

Manning-Bowman & Co., Meriden, Conn.
New York Chicago San Francisco

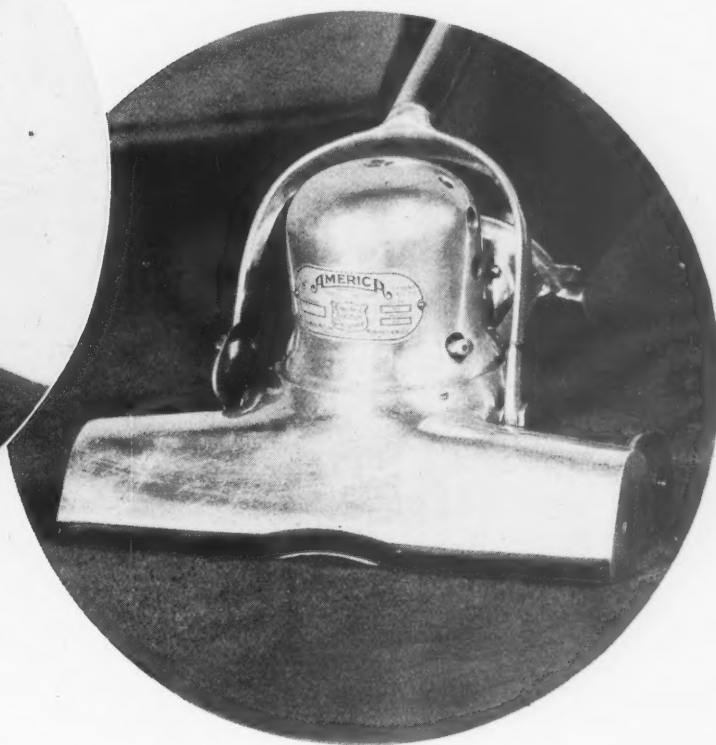


"Means Best"



Remember these America advantages

- 1st. Double Size Mouth
- 2nd. Front Air Arch
- 3rd. Baseboard Dust Tunnels
- 4th. Two-Way Brush



A personal greeting to America dealers

No business talk this time! Merely a friendly good-will message to our friends on the firing line.

To those with whom we have had the pleasure of working in the past, and to those we anticipate serving in the future, we extend the Seasons Greetings.

We want every one of our dealers from Maine to California to know we appreciated and enjoyed our business relations with them the past year, and to receive our sincere wishes for a Very Merry Christmas and a Happy and Prosperous New Year.

May the benefits from your connection with this company and the sale of America Cleaners bulk large in your total for 1922.

We, here in New Philadelphia, have worked and will continue to work toward the ideals of a dependable product and a dependable institution.

In building these, we hope to merit the good-will of our dealers and the public. America Quality and America Service will continue always to be the best we are capable of giving.

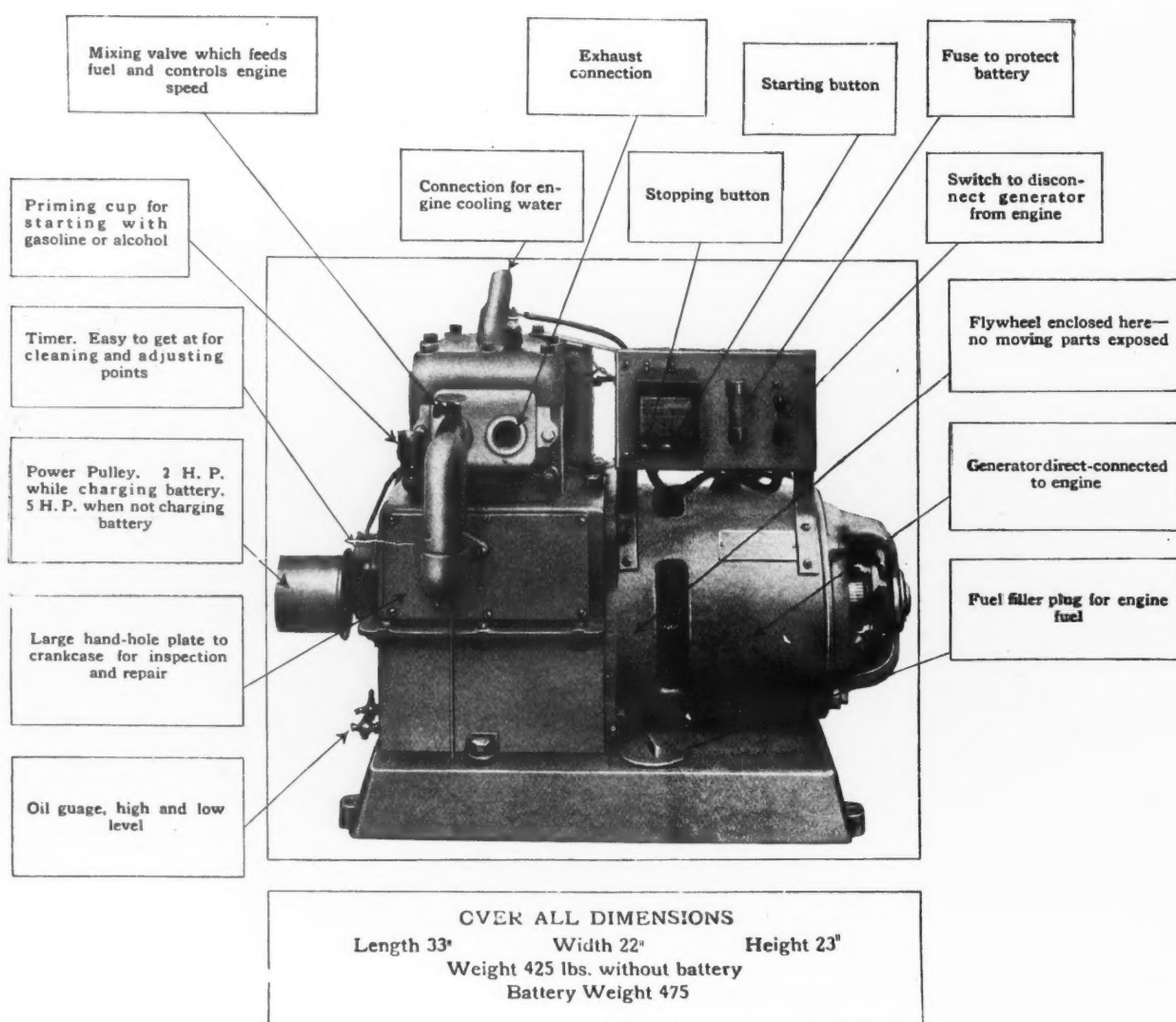
The fact that our enthusiasm for our product is shared by America dealers and America salesmen as well as America users, is the most satisfying experience that can come to any business institution.

H. P. Wise President

THE WISE-McCLUNG MANUFACTURING COMPANY, 500 N. Eighth St., New Philadelphia, Ohio

"AMERICA"

The Cleaner that Saves the Rug



Local Dealers—

Columbian "C-Y-C" engine parts are interchangeable with Ford parts.

Columbian "C-Y-C" profits are not lost on servicing costs.

Columbian "C-Y-C" operation is noiseless, dirtless and fumeless.

Columbian "C-Y-C" kerosene combustion is perfect.

Our Proposition is Direct to You. Now is the Time to Introduce this Plant to Your Rural Prospects

In order to get maximum selling intensity throughout the country the new Columbian "C-Y-C" light and power plant is being distributed direct to leading local dealers. Every live dealer to whom local areas will be allotted will be able to cover his field more thoroughly.

Requests from interested dealers are flowing in rapidly. Reports following territorial allotments show that the wonderful simplicity and sturdiness of the Columbian "C-Y-C" is creating satisfying sales among all classes of rural trade—from the man who knows little or nothing of farm light and power plant equipment to the man who has had experience. All agree that the Columbian "C-Y-C" is the best designed and most practical farm plant they have ever seen.

If your territory is not yet represented it will pay you to connect with us before other dealers become interested. The Columbian "C-Y-C" plant has more features to recommend it than any other light and power unit in the field.

Columbian Bronze Corporation,
522 Fifth Ave., New York, N. Y., U. S. A.

Please send me complete details of your Distributor Proposition for our territory.

Name

Address

CityState

*Get in touch with us at once.
Our offer will insure you good profits.*

COLUMBIAN BRONZE CORPORATION
522 Fifth Ave., New York, N. Y., U. S. A.

Manufacturers of Bronze Propellers for 16 Years

Grab this Opportunity

This special offer is made to all reliable dealers, and is good until December 31st.

Let us send you one BEE-VAC Electric Cleaner at our special holiday price. Put it on your floor as a demonstrator,—see the orders for Xmas delivery roll in. The



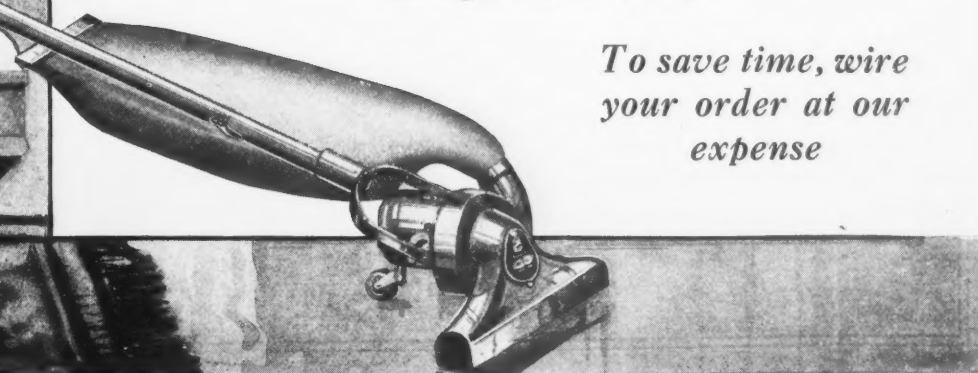
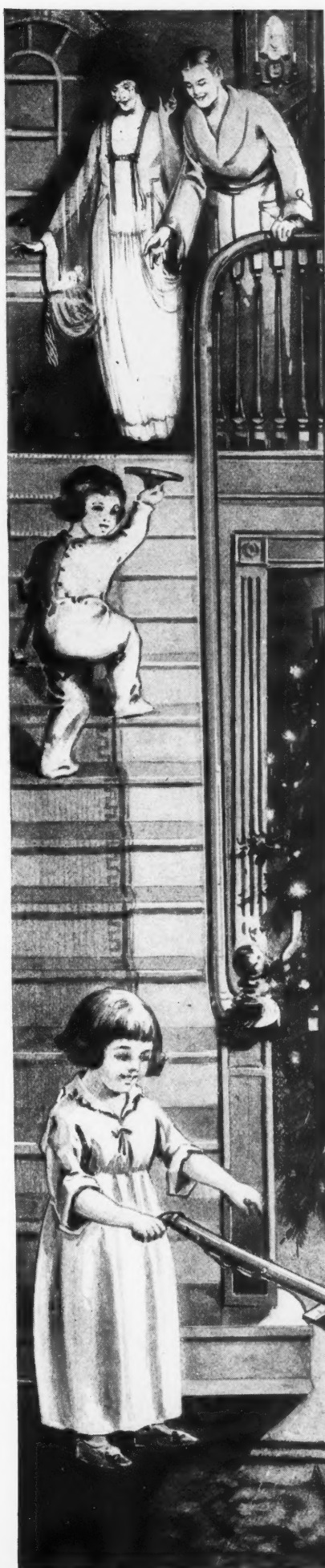
Retails, east of the Rockies, for \$42.00, the lowest price asked for any reliable electric cleaner. No cleaner is more efficient, no cleaner is more durable, none will give your customers greater satisfaction, or you a better volume profit. Order your BEE-VAC today.

**BIRTMAN ELECTRIC
COMPANY**

Dept. C-3

Lake and Desplaines Sts.,
Chicago, Ill., U. S. A.

*To save time, wire
your order at our
expense*



VOSS

SEA WAVE WASHER

Dealer possibilities for Quick Sales and Big Profits on this new Voss Electric Washer have never before been duplicated by any similar washer anywhere.

To dealers everywhere is here offered the crowning achievement of over 44 years experience in washer construction. An electric washer that will popularize your store and draw the instant patronage from those housewives who have never before enjoyed such a wonderful labor-saver. A sturdy, simplified, ever-efficient washer handsome in white and sea green enamel. A beauty that lures, a washer that endures.

Oscillating tub with extreme long and rapid throw of water which increases speed and thoroughness of washing.

No rubbing devices whatever in tub to wear or injure finest fabric.

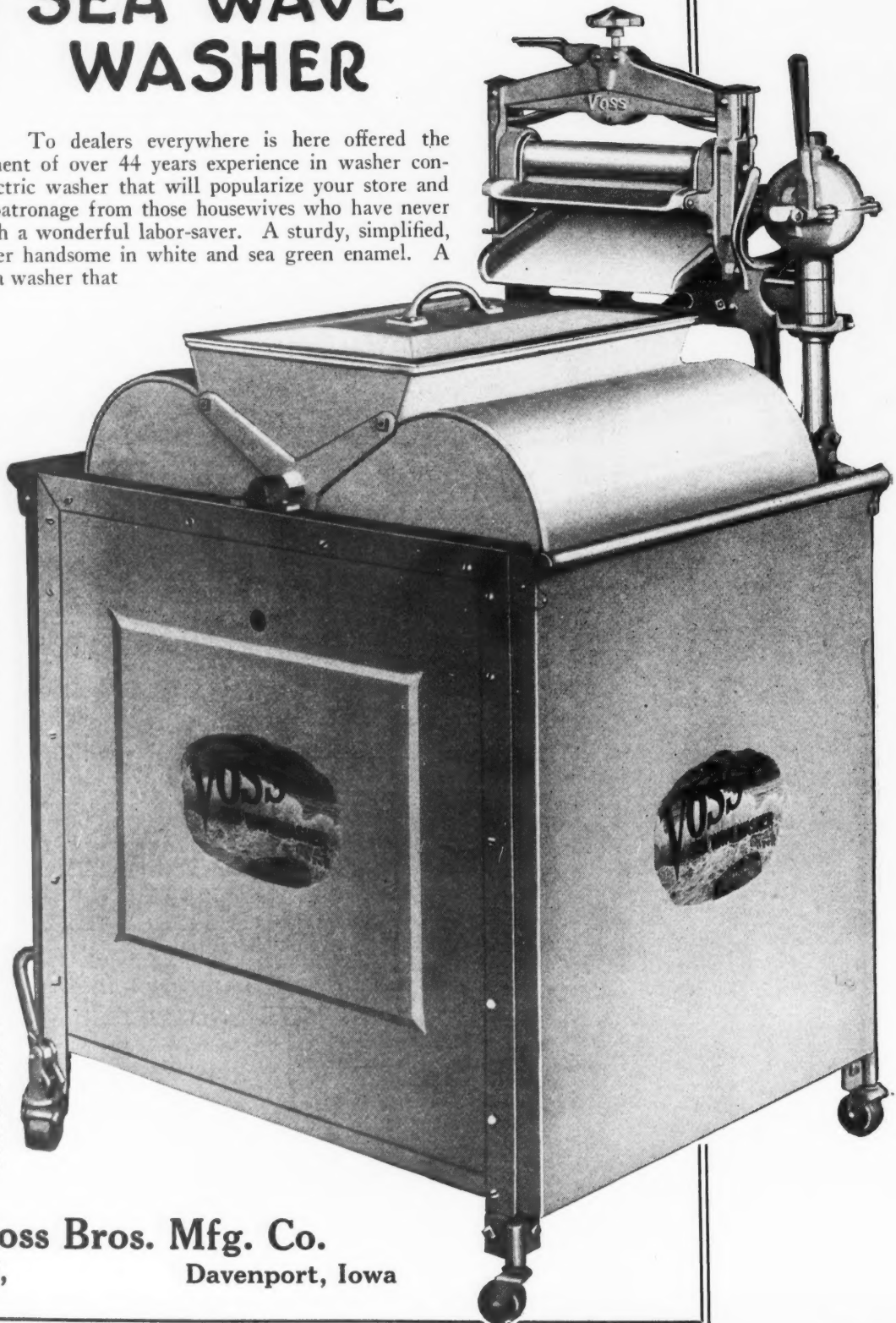
Wringer swings and locks in three different positions.

Equipped with forward, reverse lever and safety release.

Model B
Retail Price
\$115

The only washer having true center oscillation, eliminating all strain on tub. All parts enclosed.

"The Sea Wave is a masterpiece" is the comment coming from hundreds of dealers. Sells for remarkably low price. Backed by an organization second to none. Big helps offered. Big rewards to dealers. We want to make new connections. YOU are the man. Write.



Voss Bros. Mfg. Co.
Dept. M, Davenport, Iowa



WAFFLE RANGE, COMPLETE WITH NICKEL TRAY, LIST PRICE \$18.00 EACH.

EXCELSIOR

ELECTRIC WAFFLE RANGE

A New Style Waffle Range

Special Features not found in other Waffle Ranges

It's sanitary—

Waffle bakers are removable—easily washed and cleaned. A slight turn to the right and they lift out—a slight turn to the left and they are locked securely again ready for use.

It protects hands from hot steam—

Handle is pressed downward to open instead of lifting up, thus emitting the hot steam without burning the hands.

Beautiful in design—rich in appearance.

Heavily nickel plated, highly polished to a silver-like finish.

Ebony handle and legs are portable.

Heating element—nickel chromium steel wire, fully guaranteed.

MANUFACTURED BY
PERFECTION ELECTRIC PRODUCTS CO.
New Washington, Ohio

NATIONAL DISTRIBUTORS

GEO. BORGFELDT & CO.

16th Street and Irving Place, New York

SIMPLEX IRONER

"THE BEST IRONER"

We Make Only One Thing

SIMPLE, safe and fool-proof, the SIMPLEX IRONER principle of construction most satisfactorily meets the needs of the woman who wants matchless ironing results. All sorts of mechanical frills could be added, but the Simplex makers are looking beyond a "fad" period. They owe a responsibility to a present great army of a quarter million of satisfied users, and to hundreds of thousands more who will place reliance in the name SIMPLEX in years to come.

And what does all this mean to the wise dealer? Sustained, substantial profits and the good-will of his best customers. When you sell a Simplex Ironer you sell "The Best Ironer"; your profits will not be "eaten up" in service costs; you can quickly supply standard parts to a customer, whether her Simplex was bought ten years ago or will be bought a year from now.

Consider these facts in anticipation of a big ironing machine year in 1922. If the Simplex Ironer is not aggressively represented in your locality, write for particulars regarding authorized dealer franchise.

AMERICAN IRONING MACHINE COMPANY

168 N. Michigan Avenue, Chicago

Eastern Sales Office:
70 W. 45th St., New York

Pacific Coast Office:
431 Sutter St., San Francisco

At Algonquin, Illinois, fifty miles northwest of Chicago, the one industry is the manufacture of Simplex Ironers. Fifteen years ago a humble start was made in a shed-like structure of a small-town mechanic, now one of the executives of the company. Today you'll find there the largest establishment in the world devoted exclusively to the manufacture of ironing machines.



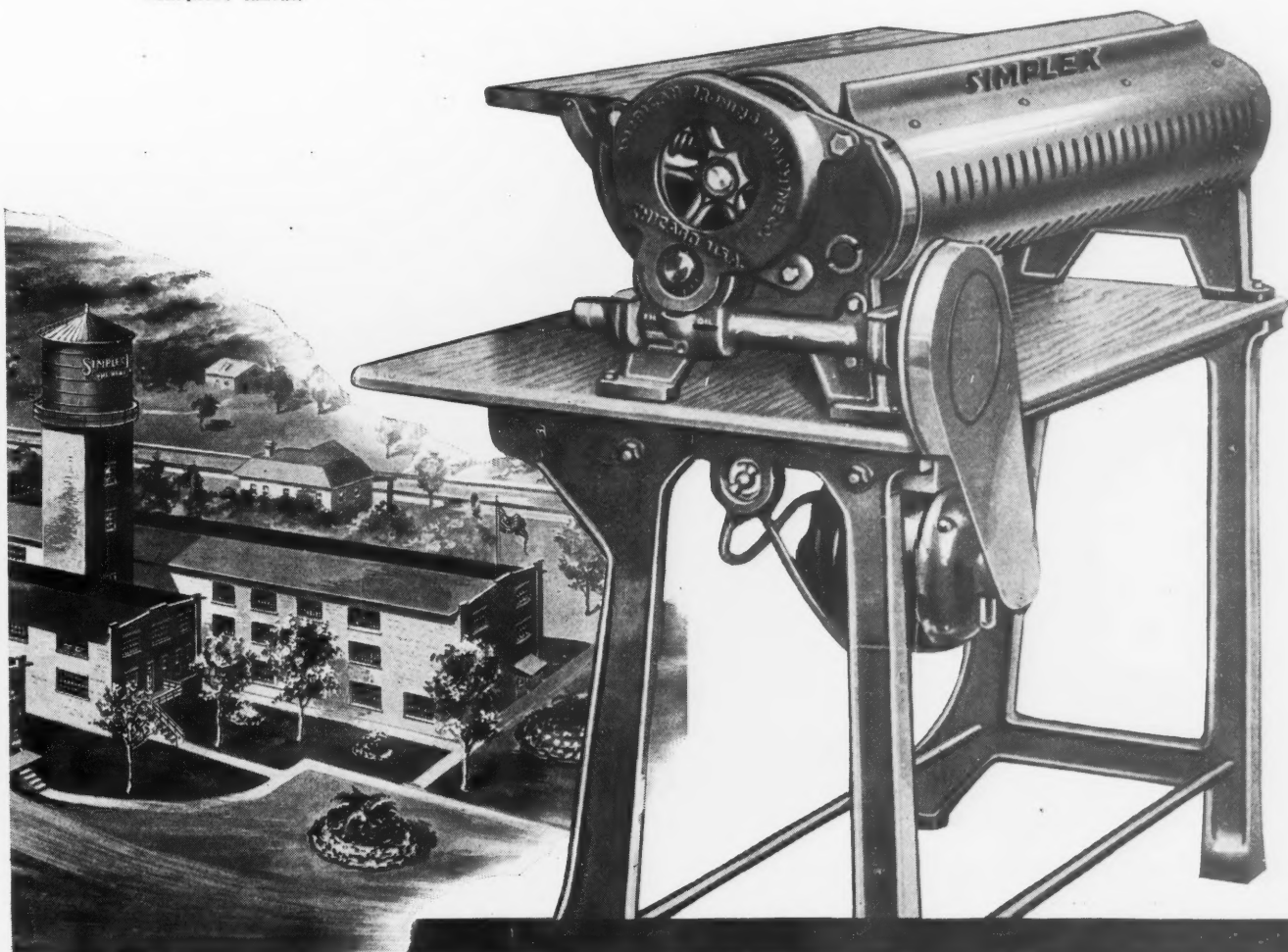
SIMPLEX IRONER

"THE BEST IRONER"

And Make That One Thing Well

Note these 16 Points of Simplex Superiority

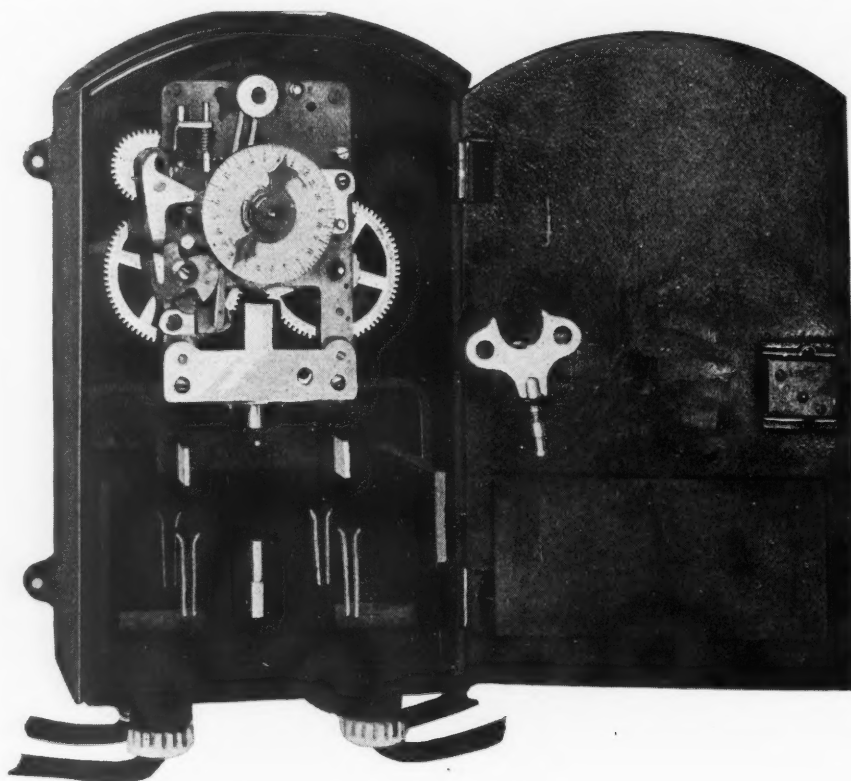
1. **Ironing**—A Matchless Ironing Result.
2. **Iron Sitting**—You can iron on the Simplex while comfortably seated. Standing is the hardest part of ironing.
3. **Safety**—Complete safety of operation. Hands occupied and out of danger while bringing the roll and shoe into contact. Pressure released by simply depressing feed board.
4. **Construction**—Extreme simplicity of construction—no complicated mechanism.
5. **Roll**—Roll, like ironing board, is made of wood. Cannot warp. Will not condense steam like metal.
6. **Padding**—Soft-resilient padding—three thicknesses honey-combed felt protected by two thicknesses of waterproof canvas.
7. **Ironing Shoe**—Special construction of ironing shoe assures even contact over entire width of roll.
8. **Correct Principle**—The heavy shoe remains stationary. The light roll is moved up to the shoe, conserving spring pressure for ironing and likewise effort necessary to apply pressure.
9. **Pressure**—Great pressure, evenly distributed—requires no adjustment for various thicknesses of goods.
10. **Heat**—Evenly distributed and uniform, due to the carefully constructed heavy cast iron shoe.
11. **Safety Belt Protection**—Belt protects motor and mechanism if momentarily overloaded.
12. **Rust Proof**—All bolts, nuts and steel parts Parkerized to protect against rust.
13. **Complete Instantaneous Control**—Remarkable ease of control—roll started or stopped and pressure released by simple movement of the feed board.
14. **Gas Connection**—Permanent gas connection can be made and is much safer—some places required by law.
15. **Guarantee**—The Simplex Ironer is fully guaranteed by the manufacturer.
16. **Thoroughly Tested**—Quarter million Simplex Ironer users thoroughly tried and tested—no experiment. Before anything is put on the Simplex Ironer it MUST be right.



They Will Pay the Rent

"Dayton"

Automatic Time Switches



Electrical Dealers—

Write us now for our Novel Stock plan

Use this coupon
TODAY

DIMLER MACHINE CO.,
Dayton, Ohio.

Write me a full description of your Dealers Stock
Proposition showing how I can make large profits.

Name

Address

The Dimler
Dayton,

Keep Up Your Profits Without Stock Investment

During the winter when selling becomes harder because of weather conditions
—sell a business appliance.

Automatic time switches have wonderful sales possibilities.

—the market is there; all it needs is intensive selling.

Apartment houses, store windows, electric signs, bank clocks, street lights,
etc., are all good prospects.

—and sell the Dayton because of its many advantages.

Twelve Telling Sales Points

1. An eight day automatic time switch that is fool proof.
2. Enclosed in a neat and compact, dust-proof case.
3. Entire mechanism can be removed for cleaning by simply taking out two screws, without disturbing any of the wiring in any way.
4. Switch is of the four point type and operates instantaneously, eliminating any possibility of arcs.
5. Switch spring cannot be partially wound. Key will not release until spring is fully wound.
6. Switch spring cannot be wound too tight; controlled by a positive stop.
7. Clock and switch are each operated with a separate spring. No load on clock mechanism.
8. Switch cannot be operated with key in winding position, Neither can key be inserted with lights on.
9. Switch can be operated by hand, at any time, on or off, without disturbing the original setting.
10. Automatically throws out at the end of the eighth day, *with lights off*.
11. All parts are interchangeable.
12. Switch terminals are used, making it easy to install.

“Dayton” Automatic Time Switches

A novel No Stock plan for electrical dealers

Machine Tool Co.
Ohio

**Use this coupon
TODAY**

DIMLER MACHINE CO.,
Dayton, Ohio.

Write me a full description of your Dealers No Stock
Proposition showing how I can make large profits.

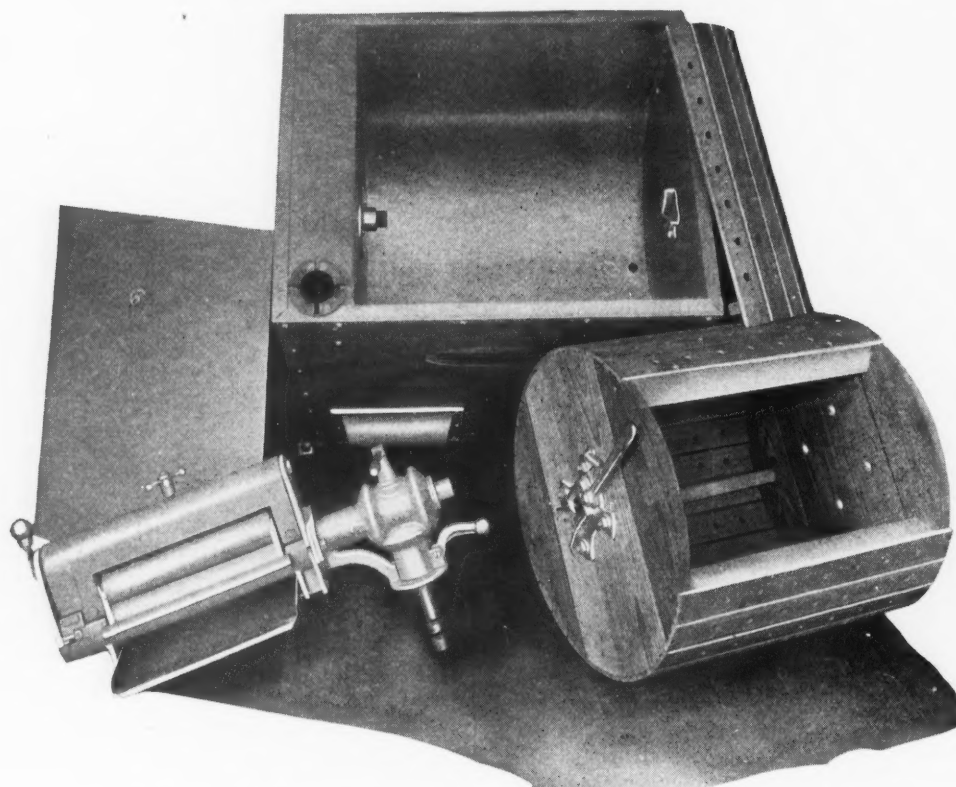
Name

Address



Meadows

TRADE MARK REGISTERED



*Note the all Metal Swinging Wringer. Nothing else like it on the market.
An immensely distinctive feature in selling our line.*

More Business for Distributors Who Handle This Profitable Line

Now is the time for extensive selling methods on the Meadows line. Our prices have been reduced to rock bottom and people are beginning to buy. Meadows distributors and dealers are thus in an advantageous position because they are offering maximum washer value in a growing market.

If you are not at present a Meadows Distributor or dealer, write us at once. For while we have recently written contracts with several large contractors, we still

have very desirable territory left—especially in several big cities.

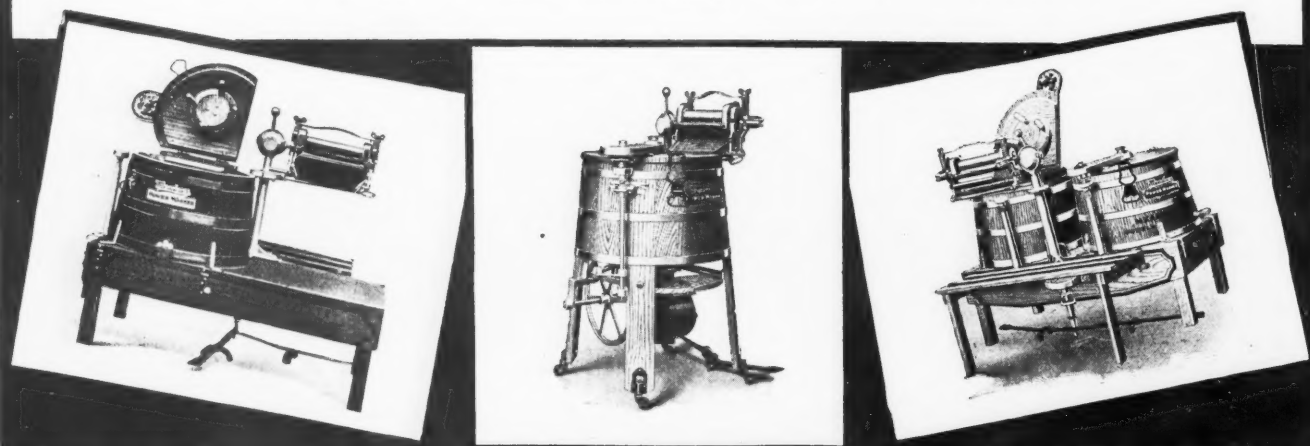
This we wish to allot at once to progressive distributors and dealers.

It will pay you to sell the complete Meadows Line.

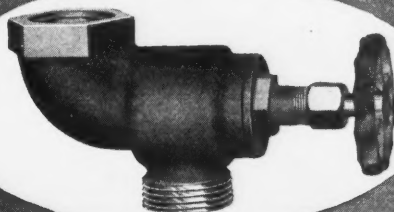
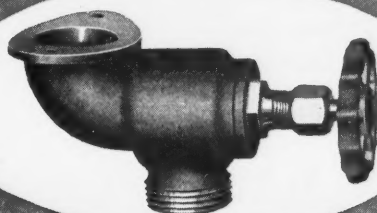
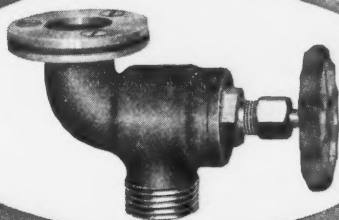
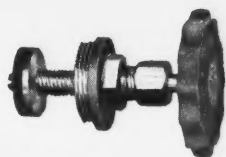
With the MEADOW LARK electric cylinder washer and the three well known Meadows dolly types, you can enjoy a big, profitable electric washer business.

Write now for literature and terms

The Meadows Manufacturing Co., Bloomington, Ill.



LINCOLN WASHING MACHINE DRAINS

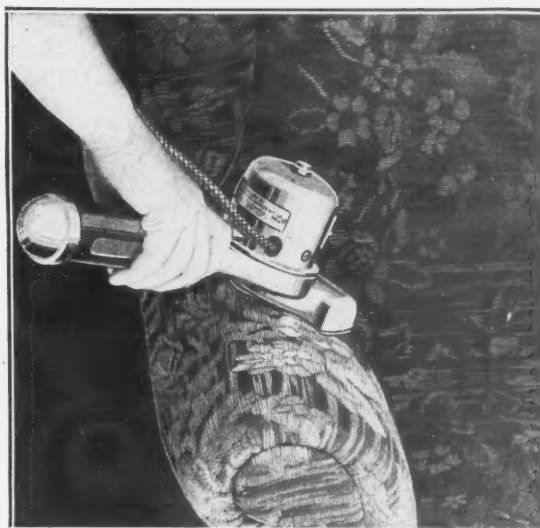


The new LINCOLN leak-proof COMPRESSION DRAIN and FILLER renders maximum service and satisfaction. Why? Because it is quick opening. It unseats the full diameter of the channel, giving a full, unobstructed flow of water. It positively cannot leak. It is used to fill the machine and to drain it. No lifting of water.

CATALOG ON REQUEST

LINCOLN BRASS WORKS, Detroit, Michigan

Dealers! You Can "Clean Up" with the O.K. Vacuum Brush



It's a High Grade Cleaner

The O. K. is not an attachment—it is a high-grade cleaner, weighing less than 3 pounds, having a 110 volt Universal motor, mounted on precision ball bearings.

O. K. Vacuum Brushes are especially designed for cleaning homes, clothing, furniture, pillows, automobiles, mattresses, draperies and small rug.

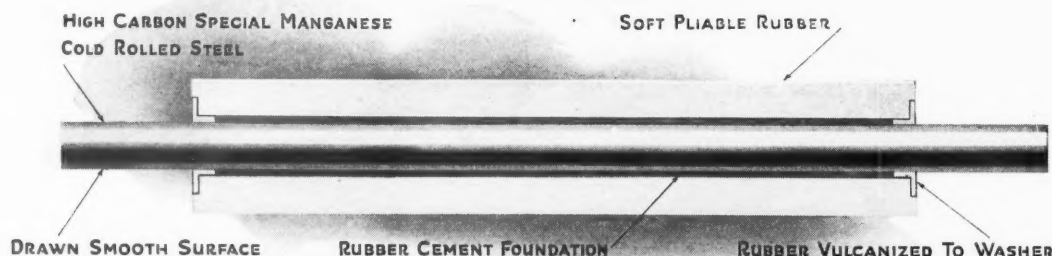
O. K. Vacuum Brushes are compact, beautifully finished and fill a long-felt need, not only in any family, but in all places where dust, dirt and lint collect.

Get in a stock of O.K. Vacuum Brushes early. The price is right. The discount is liberal and you will find the demand is heavy.

Display them and demonstrate them and you will be more than pleased with the results.

O.K. Machine Co., Inc.
Fort Wayne, Ind.

A. W. Hercules Power Rolls



Point the Way to Better Washing Machines

The use of A. W. Co. HERCULES POWER ROLLS in electric washing machines is a guarantee of unequalled service.

A. W. Co. Hercules Rolls are made to last. A three year guarantee goes with each wringer equipped with them.

They embody improvements which should interest every manufacturer, jobber and dealer interested in better machines.

The shafts of A. W. Co. Hercules Rolls are made of cold

rolled steel to which washers are welded so that they will not come off.

The Rubber is vulcanized both to shaft and the washers making it impossible for it to wear loose or for water to get in.

A. W. Co. Hercules Rolls have a higher wall of resilient rubber than any other on the market, insuring greater wringing capacity and longer life.

We also make a complete line of power wringers. Write us today for full details.

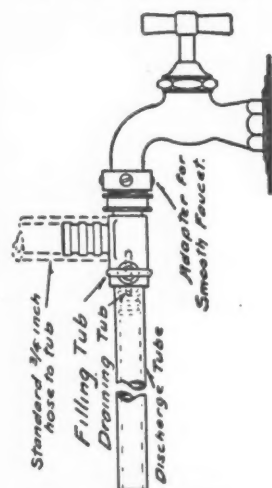
AMERICAN WRINGER COMPANY, 99 Chambers St., New York City

The Largest Manufacturer of Rubber Rolls in the World

Mr. Dealer—Demonstrate your washing machine with a

WATERWITCH WASHING MACHINE DRAINER

and you will sell them both.



Show how easily your machine may be filled and drained with a WATERWITCH. No back-breaking lifting of heavy pails of water into and out of the machine—no muss and fuss of slopping water on the floors.

Think what this means to the discriminating house-wife—and to your sales.

The WATERWITCH is the best washing machine drainer. Of lacquered brass—quick—efficient—works on low pressures. Fills or drains by merely turning a pet-cock. Low in price.

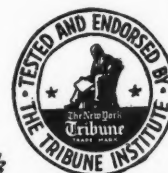
List Prices:
Drainer and Discharge Tubes.... \$2.50
Adapter for Smooth Faucets.... 50c.

For literature, tests and dealers' prices, write

B. PARKS RUCKER

Manufacturer and Distributor

103 Park Avenue, New York



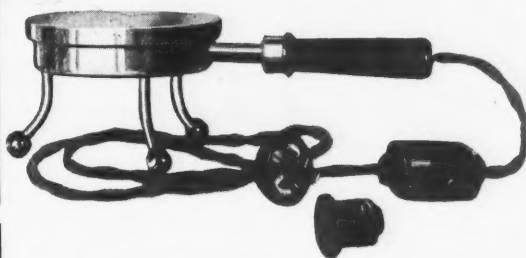
Make This Utility Stove Your Christmas Leader

Retail Price

Full Nickel Finish

With separable connector and one piece attachment plug,

\$5.00



Retail Price

Full Nickel Finish

With "Feedthrough" switch and standard two piece attachment plug,

\$5.50

Appliance Manufacturers

Insure the efficiency and durability of your Heating Devices with the time tested CHROMALOX Element. CHROMALOX Elements are entirely free from the chief causes of deterioration—high local temperature, insulation breakdown, abrasion, atmospheric and other external influences are eliminated. Insulation infusible except in electric furnace, and is a fine heat conductor.

Resistor is MOULDED IN under tremendous hydraulic pressure and the whole FIRED producing a thermal and mechanical UNIT, solid and free of air gaps.

Resistor held rigidly in place prevents movement, open, short or grounded circuits.

Mechanical and thermal integrity prevents excessive local temperature. Resistor completely enclosed and protected from atmospheric influence. CHROMALOX Elements and the Method and Machinery used in their manufacture are fully protected by U. S. and Foreign Patents.

Their use in your appliances is a positive guarantee of highest possible value and dependability. Write us for the "Story of CHROMALOX."

A compact, durable and efficient utility stove that cannot be matched for value. Just the thing to feature as a Christmas leader.

Made by a manufacturer of ten years' experience in designing and making heating appliance and is equipped with the time tested Chromalox Heating Element. Fully guaranteed for one year.

Stove is absolutely cool underneath. Equipped complete with 5 feet of cord and plug. Full nickel. 105-115 volts, 440 watts.

Maximum discounts to jobbers and dealers. Will send to any established dealer a sample on 30 days' trial. Ask for full details regarding discounts, etc.

Edwin L. Wiegand Company
Pittsburgh, Penna.

\$100.00 for a Name

We want a short, easily pronounced and easily remembered name for this utility Disc-Stove.

For each 6 stoves ordered, one name may be submitted.

The prize will be awarded to the individual submitting the most acceptable name. It must be submitted in writing on the firm's stationery.

This contest will close Dec. 23rd, and this Company's check for \$100 will be mailed to the winner on or before Christmas.

The name adopted and the winner will be announced in the January issue of this magazine.

The prize will be awarded to the individual submitting what we consider the best name even though we do not adopt it.

Anyone connected with this Company is disqualified.

In the event of two or more persons submitting the name selected as the best, each will receive the prize offered.



Opened and mounted on base.

We will be glad to send jobbers and distributors details of our special proposition.

THE SUNNY HAIR DRYER

will put your Hair Dryer Sales up where they should be

If you are a dealer and your hair dryer business is not paying you big profits, we want to hear from you.

We have a Hair Dryer—and a dealer proposition that will go a long way toward establishing your Hair Dryer Business on as profitable and lasting a basis as that of any appliance you handle.

The Sunny Hair Dryer has big sales features (necessary ones for success) which insure its appeal. You can sell the Sunny where you could never before sell a device of this kind.

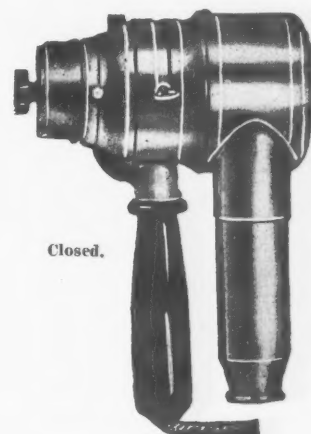
The Sunny Dryer Starts Where Others Have Failed

The Sunny is not merely "another dryer." Its exclusive advantages say something—SALES. It is light and compact. It is the last word in convenience and is a real labor saver. By means of its patented detachable base and adjustable nozzle, the Sunny relieves the user of the need of holding the dryer during the drying process.

Another big sales feature of the Sunny is the fact that it folds up to occupy very little space making it ideal for travelers.

And it sells for only \$19.50 complete with base.

Write us for full details and discounts today.



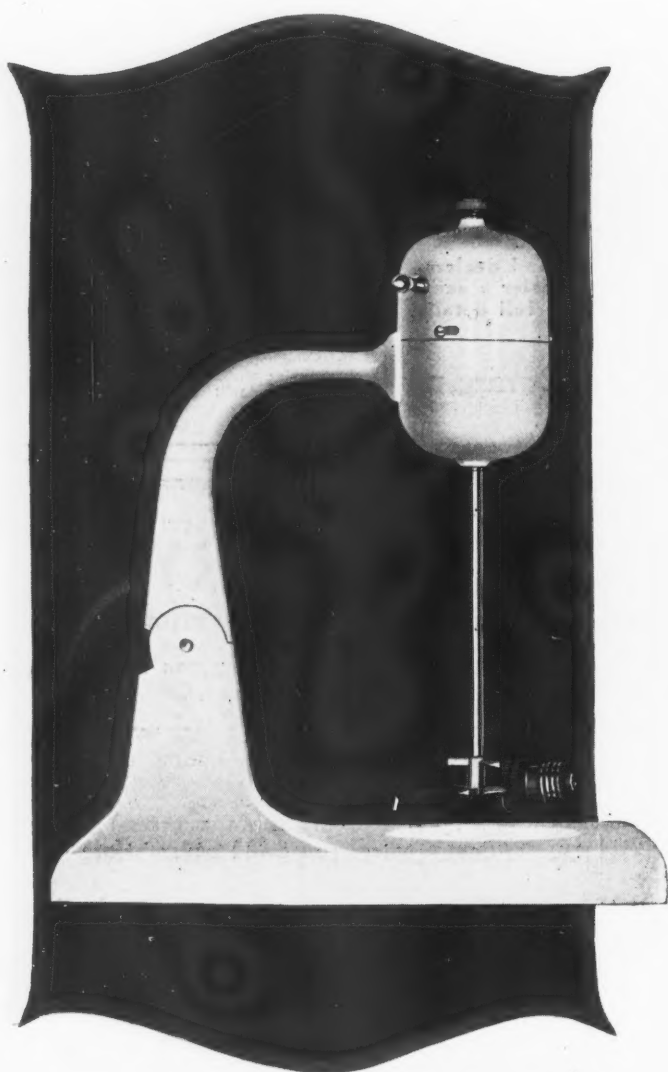
Closed.

JOHN JORGENSEN COMPANY, Inc.

120 Liberty Street, New York

A New Mixer of Greatly Double the Sales

Agitaire Model D for the Home Has a Many-Pointed Appeal to Every Modern Housewife



Model D, Agitaire Mixer for home use.

THINK what the sales possibilities would be for a super-electric iron with six times the number of uses that irons have nowadays and you get an accurate picture of the immense market for Agitaire Mixers.

Instead of filling one need in the home, Agitaire fills a dozen! It mixes cake dough and batters in a fraction of the time required by hand. It is just the thing for making mayonnaise or French dressings, creams, icing, omelets, candies, pancake batters, malted milk and other drinks.

No labor, no trouble, no stirring, no mixing or beating—electricity and Agitaire do all the work. A big point with housewives is the fact that an Agitaire makes possible great economies in mixing ingredients. Absorption is plainly visible and just the right amount of material can be used.

The quality of the product is greatly improved when Agitaire Mixers are used.

Doughs are never lumped or dressings partially mixed. They do the work not only better and faster than by hand but also more economically.

Distinctive features include beautiful white enamel finish making it easy to clean with a moist cloth; enclosed waterproof motor; no trouble-making parts in the stand; self-contained switch; no possible chance of short circuit; no servicing required.

You should get an Agitaire Mixer today and see how easy it is to sell.

Every demonstration is a sure-fire sale.

There is only one move for you to make.

Carl Rietz 1819

AGITAIRE

Improved Design with Possibilities

and Model C for Commercial Use Has Distinct Advantages Which Will Result in Easy Sales

JUST as there is an immense home market for Agitaire Model D, so is there an equally great commercial market for Model C.

You can easily sell Agitaire Mixers to all the soda fountains in Drug and Confectionery Stores nearby. Its superiority can be effectively demonstrated and is thoroughly convincing. Here are points which will mean quick sales wherever you demonstrate—

A special cup is furnished with Model C Agitaire, having a maximum capacity of three 8 oz. drinks at one time without overflowing. Two short vanes on the sides of the cup, break up the peripheral motion of the liquid and aid in agitation.

The scientifically designed agitator insures thorough mixing and aeration.

The Agitaire will mix malted milk in 30 to 35 seconds and egg or ice cream drinks in 35 to 40 seconds.

It has sufficient power to churn through a cracked ice drink.

The white enamel finish of Agitaire can be kept immaculately clean without trouble.

Both Model C and Model D are equipped with universal motors operating on 110 volts A.C. or D.C. Both machines are also equipped with a motor speed regulator.

Model C Agitaire, being an excellent emulsifying machine, can be easily sold to prescription departments of Drug Stores.

Start now to boost the figures in the profit side of your ledger with Agitaire Mixers. There's a double market in your vicinity which you can easily make your own.

Write or wire us for full particulars now.

Broadway NY

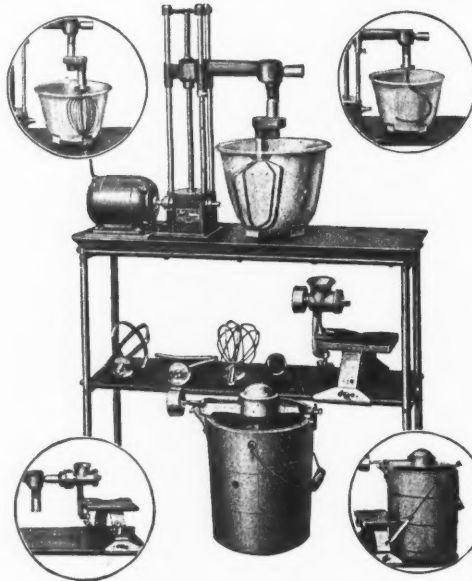


*Model C Agitaire for Drug Stores,
Soda Fountains, etc.*

"It aerates as it mixes"

Ladies—This Wonderful Kitchen Helper Saves You Time and Labor and Successfully Solves the Servant Question

It Mixes
Stirs
Beats
Whips



Turns the
Freezer
and
Food Chopper

We are selling Units as fast as they can be turned out.

You should have one on your display floor.

Reynolds Electric Co., 2650 W. Congress St., Chicago, Ill.

Place Your Last Minute Christmas Orders for Shelton Appliances Through Your Nearest Distributor

ALBANY, N. Y.
Havens Electric Company
ATLANTA, GA.
Carter Electric Company
BALTIMORE, MD.
Southern Electric Company
BERKELEY, CAL.
Pacific States Electric Company
BOSTON, MASS.
Pettingell-Andrews Company
A. P. Merchant Co. (Service Station)
BUFFALO, N. Y.
McCarthy Bros. & Ford
BUTTE, MONT.
Electric Equipment Company
CHICAGO, ILL.
Central Electric Company
Electric Appliance Company

CLEVELAND, OHIO
Republic Electric Company
DALLAS, TEXAS
Southwest General Electric Company
DETROIT, MICH.
Electrical Warehouse
EL PASO, TEXAS
Southwest General Electric Company
FORT WAYNE, IND.
Protective Electric Company
HOUSTON, TEXAS
Southwest General Electric Company
INDIANAPOLIS, IND.
Varney Electric Supply Company
KANSAS CITY, MO.
Funston Electric Company
LOS ANGELES, CAL.
Pacific States Electric Company
Woodhill Hulse Electric Company

LOUISVILLE, KY.
Belknap Hardware & Mfg. Company
MILWAUKEE, WIS.
G. Q. Electric Company
NEW YORK, N. Y.
Manhattan Electric Supply Company
NORFOLK, VA.
Woodhouse Electric Company
OKLAHOMA CITY, OKLA.
Southwest General Electric Company
PHILADELPHIA, PA.
Philadelphia Electric Company
Supply Department
PITTSBURGH, PA.
Doubleday-Hill Electric Company
Robbins Electric Company
Union Electric Company
PORTLAND, ORE.
Pacific States Electric Company
Stubbs Electric Company

ROCHESTER, N. Y.
Wheeler-Greene Electric Supply Co.
SALT LAKE CITY, UTAH
Capitol Electric Company
SAN DIEGO, CAL.
Electric Supply & Distr. Company
SAN FRANCISCO, CAL.
Pacific States Electric Company
Kohlway-Smith Apts (Service Station)
ST. JOSEPH, MO.
American Electric Company
ST. PAUL, MINN.
Northwestern Electric Equip. Company
SEATTLE, WASH.
Pacific States Electric Company
UTICA, N. Y.
Porter Electric Company
WASHINGTON, D. C.
Carroll Electric Company



You will find it profitable to push Shelton Appliances now. Other Dealers do.

Get the details and a copy of our new catalog today.

Shelton Electric Company

New York: 16 East 42nd St. Chicago: 30 E. Randolph St.



The Season's Greetings

We take this opportunity to greet our many friends in the Electrical World whose earnest co-operation has been largely responsible for the popularity enjoyed by *Magnus Superior Products* today, and to assure them we are heartily with them for the coming year.

Magnus Electric Co., Inc.
115 Broad St., New York, N. Y.



You Can Sell MOTO-MAID *In Nearly Every Home*



THIS new electrical helper does most of the hard work in the kitchen. Something every housewife will welcome whose home is wired for electricity.

The MOTO-MAID beats eggs, whips cream, mixes cake, polishes silverware, and makes play of disagreeable kitchen tasks. It saves a vast amount of labor and costs little to use.

The MOTO-MAID is absolutely safe, perfectly clean, and so simple it will not get out of order.

It sells at an excellent profit to the dealer.

You can literally sell hundreds of them right in your own neighborhood.

Send today for a trial order and get started on this big volume of business.

—then
**PLAY-
O-
LITE**



November Sales Beat All Records

More PLAY-O-LITE piano lamps were sold last month than ever before in the history of our business.

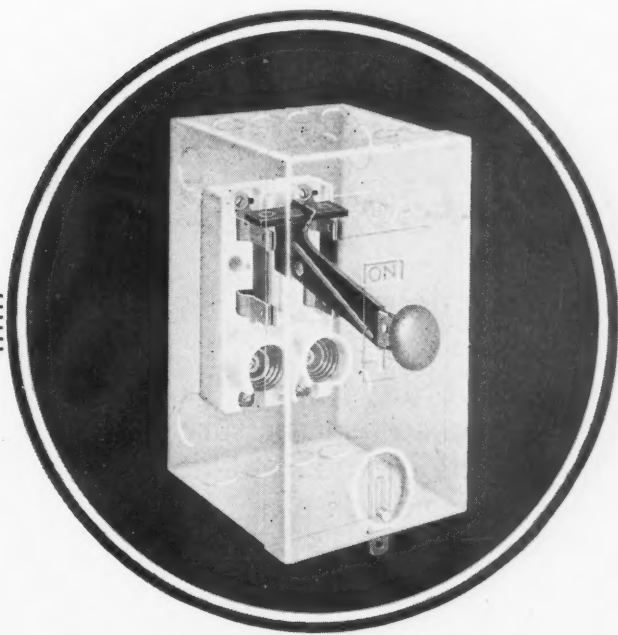
Are you getting your share of this business of quick sales and liberal profit?

The new PLAY-O-LITE takes any standard bulb up to 25 watt. Beautifully finished to match piano—mahogany, oak, walnut, ebony, etc.

Send for trial order and display PLAY-O-LITE lighted in your window. It will sell because it answers a long-felt want.

PLAY-O-LITE COMPANY

Dept. P
Worcester, Mass.



Jobbers and Dealers Can Sell F.C.M. Safety Switches Right Now

A Multitude of Sales Opportunities Right Around the Corner

Nine states have now passed laws requiring industrial plants to use enclosed externally operated switches.

Over fifty cities have rulings or ordinances eliminating the dangerous open-knife switch.

Here is business for Jobbers and Dealers!

And here is an easy way to secure it.

Get an F. C. M. Safety Switch today and go to the Industrial plants and shops in your vicinity. Take the F. C. M. with you and show it to these prospects.

If you are in a territory where the use of externally operated switches is enforced by law—your job of selling is easy because the F. C. M. is *more* than an externally operated switch—it is a *real*

Safety Switch. By thus giving the prospect *more* for his money, better business for you is the *sure* result.

No matter where you are located it is a simple matter to point out to the prospect the safety, protection and economy of installing F. C. M. Switches.

Send for one on approval today. We want Jobbers and Dealers to look this safety switch over and see how rugged, simple and practical it is.

You'll realize at once how easy to sell the F. C. M. is and will find it a fact as soon as you tackle your first prospect.

Don't miss this chance for big sales and big profits. If there are offices, shops or factories near you, you can sell them. Write us now for the facts.

Fernando C. Mesa Co.
Irvington, N. J.

W. Douglas Woolley, Inc.
General Sales Representatives
1170 Broadway, New York City

How would you like to fill a lot of orders that we will dig up for you?

That sounds like easy money, doesn't it? Well, it is—very easy.

This Company has been working for months in developing a merchandising plan that is a sure winner. When you have the details, you'll admit it's the liveliest selling plan you ever heard of.

And it will be put in force immediately in every town and city in the country where we establish representatives.

If there isn't one in your town, this is a real opportunity for you. You can identify yourself with a big, long established manufacturer and a product that is the leader in the field—a product already nationally and favorably known—a product that has been improved in 21 different ways within the last year.

It's the new BLUEBIRD Electric Clothes Washer, now being manufactured by the Davis Sewing Machine Co. For 59 years they have been successful makers of household devices requiring the utmost precision.

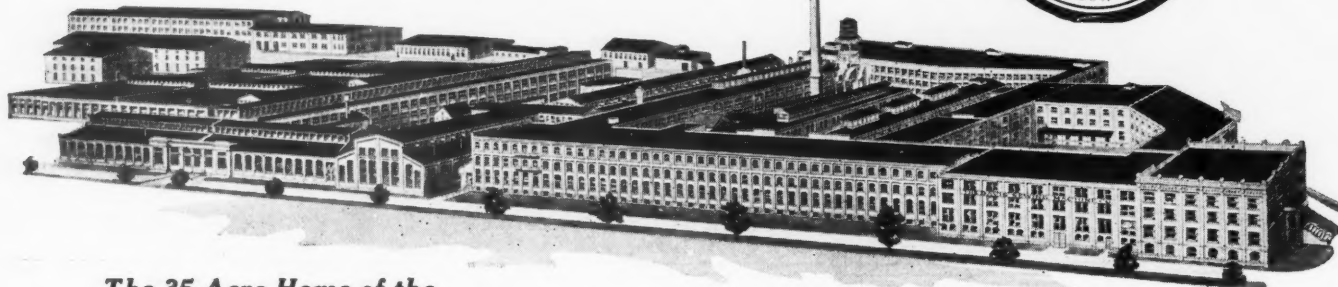
Are you interested in the plan? It's too big to tell in a single page ad. It's too good to spread broadcast. We want to tell it only to those who are earnest in their desire to see their profits grow.

The whole story is yours for the asking. We would urge you to write at once.

The Davis Sewing Machine Co.

Dayton, Ohio

Manufacturers for 59 years of Davis Sewing Machines.
Makers of Dayton, Yale, National and Snell Bicycles.



The 35-Acre Home of the
BLUEBIRD Electric Clothes Washer



A Few Points of Excellence

- 1—All-metal BlueBird is entirely enclosed in the beautiful, white enameled cabinet. Protects inquisitive baby fingers. Easy to keep clean.
- 2—Clothes washed immaculately clean by snappy teeter-totter motion—the quickest and most thorough way.
- 3—A child can operate it. Just press the button and BlueBird does the work. Extra large capacity copper tub controlled by one conveniently located lever.
- 4—Large motor-driven steel wringer swings to three positions—automatically adjust itself for light and heavy things—instant safety release.
- 5—Built for a life-time of service—extra strong, rigid frame—simple, dependable mechanism—highest grade guaranteed motor.
- 6—You can trust BlueBird with your most delicate garments—clothes last several times longer when washed by BlueBird.
- 7—Effective, quick drainage system. Can be opened and closed without stooping.
- 8—BlueBird works almost silently and without vibration.
- 9—Built by the manufacturer of Davis Sewing Machines and Dayton Bicycles—standards of quality everywhere. Davis-Made sewing machines made half a century ago are still giving satisfactory service to their owners.



Smile Insurance!



- are you
a smiler?

If Sales Make Smiles, Cotoco

Socket Extensions Will
Keep a Perpetual Grin
on Your Features



Every dealer should invest in Cotoco Socket Extensions and get every customer to do likewise. Cotoco Extensions not only pay big profits themselves but increase the customer's satisfaction in appliances. In this way, they build up the dealer's appliance business.

In every home where there are insufficient convenience outlets (and this applies to over 90% of the wired houses in every community) you can sell a number of Cotoco Extensions. Customers need them for use with appliances because it is usually impossible to insert the plug in a socket without first removing the shade. This, people will not do because of the unsightliness of the socket without the shade.

As comparatively few customers will go to the trouble and expense of having you install enough convenience outlets—the only solution is Cotoco Extensions—and this solution will prove a profitable one for you. Sell Cotoco Extensions today—to every customer.

Order now—or write us for full details

COTO-COIL COMPANY

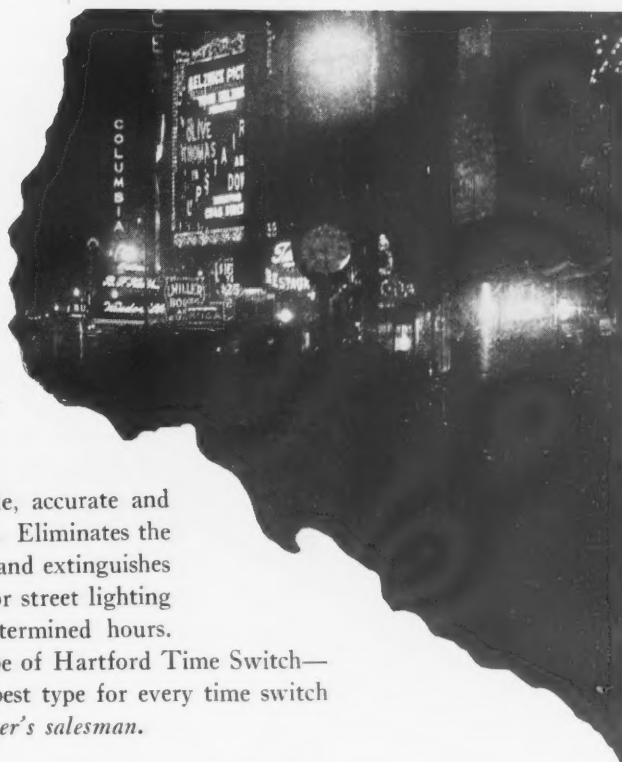
85 Willard Ave., Providence, R. I.

HARTFORD TIME SWITCH

is just what you need for controlling electric signs, street lighting circuits, the lighting of store windows, etc.



"Wind it once a week—that's all." The approved type of automatic sign control. Users of the Hartford are delighted with it. Reliable, accurate and durable to a high degree. Eliminates the human element. Lights and extinguishes the sign window lights or street lighting circuit at proper predetermined hours. There is a particular type of Hartford Time Switch—which we consider the best type for every time switch purpose. Ask your jobber's salesman.

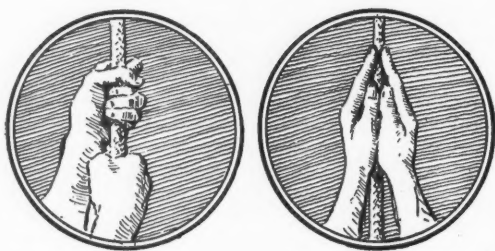


A. HALL BERRY
71 Murray Street, New York



How Would You Hold On?





Like This? — or — Like This?

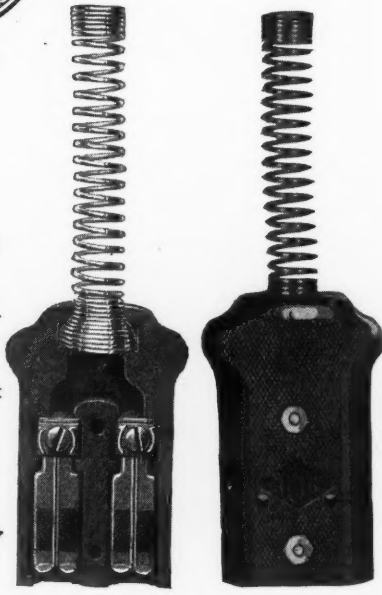
New Improved Real Connector Plug

Exclusive features:

1. Side opening parallel contact, (fits round or flat).
2. Brass for contact, Steel for spring.
3. Standard brass nut in head avoids stripping threads.
4. Nut locked permanently in position.
5. Chrome Vanadium steel spring, not softened by heat of iron.

Buy thru your Jobber.
Write for circular and prices.

Manufactured by
T. C. SMITH & COMPANY
1531 Cherry St., Phila., Pa.



A Grip of Steel

Place Your Order Early

FOR *Century* FANS



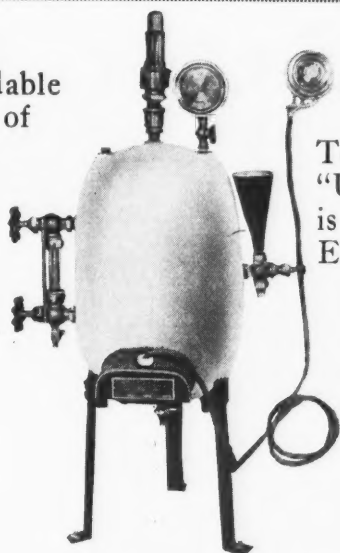
ALTERNATING AND DIRECT CURRENT MODELS

Their design and construction is such that when viewed from the standpoint of appearance, efficiency, the amount of air moved, speed control, strength and durability, they will prove highly satisfactory to all interested in them. Keep-A-Running ability has been the governing factor in their design and construction.

Illustrating 16-inch Model

CENTURY ELECTRIC COMPANY
St. Louis, Mo., U. S. A.
Sales Offices in Principal Cities

A Safe
Dependable
Supply of
Steam



To
"UNITIZE"
is to
Economize

"Unitize" Electric Steam Boiler

Factories, shops, garages, etc. are all excellent prospects for this carefully made electric boiler. In fact, wherever a dependable small supply of steam is wanted without the cost or installation trouble of gas, oil and coal, the "UNITIZE" ELECTRIC STEAM BOILER will fill the bill. Every dealer's territory is full of excellent prospects. For 3 heat or rheostat control.

Get the detail of our proposition.

Safety Utility Economy Co.,

E. L. EMERSON,

Albany Bldg., Rm. 204, 89 Beach St., Boston, Mass.



Utenco

This ironing machine is built with an open end so that skirts and similar garments can be finished just like handwork.

Economy of operation, the utmost in convenience, and compact design make this the logical ironer for household use. Foot pedal control of pressure leaves both hands free and permits rapid, neat work.

The open end design permits the ironing of ruffles, without any extra attachments.

Materials, workmanship, and finish are the finest, and the Utenco Ironer is guaranteed for one year from date of sale.

Send for price list and dealers discount.

The Utensils Company

303 E. Columbia St., Fort Wayne, Ind.



A New EAGLE Product!

Eagle Luminous Pendants

Let them point your way.

These pendants are simple but effective. They have no cap, but a long, well-proportioned symmetrical design which will not mar the beauty of your fixture in the daytime.

The inside, instead of being painted, is actually filled with a *very high grade* of UNDARK radium luminous material. Compare the Eagle Pendant in a perfectly dark room with any other pendant, and convince yourself.

Write for new Bulletin E-1, just out, giving full details of our Eagle Line.

Eagle Electric Mfg. Co.
430-434 Kent Ave., Brooklyn, N. Y.

Sell more Washers!

THE "SOL-SAN" KNOCK DOWN STEEL TUB BENCH WILL HELP YOU



The "SOL-SAN" is mechanically right. It has 10 outstanding distinctive features. Send for literature.

The "SOL-SAN" (Solid-Sanitary) Knock Down Steel Tub Bench is designed to use with any Electric Washer.

It holds the Tubs in the proper position under wringer to prevent slop and splash and at proper height to avoid stooping. "IT KEEPS the BACK ACHE out of WASH-DAY."

The "SOL-SAN" on your Sales-floor will enable you to demonstrate the Swinging Wringer to better advantage and the "SOL-SAN" will sell itself.

If you are looking for a stimulant to boost Washer Sales. Write for description and proposition.



DRISKELL BENCH CO.
172-8 W. Locust St.
Columbus, Ohio

HUMANITY

ALL METAL NO WOOD

ELECTRIC WASHER

Highest
American
Standard

10 AND 14-SHEET SIZES.
TWELVE THOUSAND SATISFIED USERS.



Since 1911
In a Class of
Its Own

The only machine with patented swinging arm. Eliminates the reversing of gears which causes breakage.

The 1922 Model requires very little if any servicing—thus preventing this worry and expense to the dealer.

The gears are cut steel. Furnished with aluminum or copper cylinder.

Point by point, we believe the Humanity is superior to any machine on the market.

Especially built to wash silks and dainty fabrics.

Central Mfg. Co.

25th and Montgomery Sts., St. Louis, Mo.

Distributors for New York

The Humanity Sales Co., 151 Grand St., New York

The SHANK Electric Dishwasher



\$85.00

This is a simple, moderately-priced dishwasher that does away with the biggest item of kitchen work. It is well built, strong and compact. It has no gears to get out of order, no pipes to clog, and no pump to keep in repair. No grease cups inside machine.

The Shank Electric Dishwasher is an appliance which a family of moderate income can afford. Costs less than one cent per day to operate. Washes a load of dishes in 2 to 3 minutes. Fresh hot water spray thoroughly rinses and sterilizes dishes. It is sanitary in every respect.

Not too large—not too small—30 in. high, 26 in. long, 14 in. wide.

Cyrus Shank Company
631 West Jackson Blvd., Chicago, Ill.



\$9.50

*Retail
Price*

The WAAGE PERCOLATOR

COLONIAL
PANELED

The latest achievement of Waage Experts. Mechanically and electrically perfect. This beautiful percolator at a popular price appeals to thousands of prospective customers for both *gift purposes* and *every-day use*.

Guaranteed for one year. Made of best aluminum. Capacity 9 cups. Exclusive heat storage feature.

Tray, Sugar Bowl and Creamer, \$6.00, list extra.

If your jobber cannot supply you, write today for further particulars.

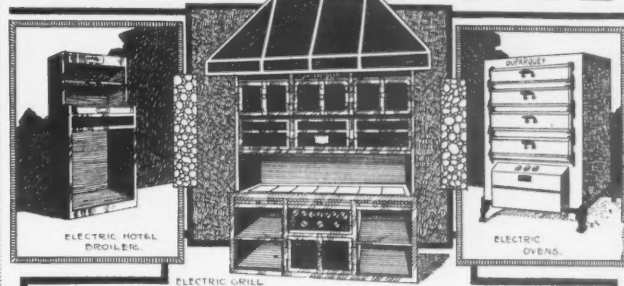
WAAGE ELECTRIC COMPANY
NEW YORK CHICAGO

Manufacturers of the famous

**TRIP L HEAT
ELECTRIC IRON**

5-IN. TOAST STOVE—TRAVELERS' IRON—CURLING IRON

DUPARQUET



Every Hotel, Restaurant, Cafeteria, Club, Hospital and large Industrial Plant is a prospect for one or more Duparquet Electrical Cookery Fixtures if not for a complete Kitchen Installation.

Duparquet Equipment represents the highest development in the art of Electrical Cooking and is backed by the accumulated experimentation and experience of sixty-nine years specialization in this field.

There is a Duparquet device for every cooking need.

Let us send you full information. We have a competent engineering force ready to advise you on any installation.

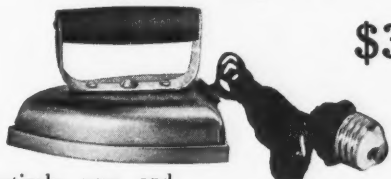


**Duparquet, Huot &
Moneuse Co.**

114 West 22nd St., New York



"Midget" Toy Iron



\$3.50

This entirely new and unusual toy has already become very popular. Every little girl washes her doll clothes, and also wants to iron them. With the "Midget" she has a

real electric iron, made especially for her own use. 110 volts, ¼ amp. Well made in every detail, and absolutely safe. Retails at \$3.50.

"Service" Combination Curling Iron and Waver Rod



A wonderful value! The Service Combination Curling Iron and Waver Rod is a strictly high quality product, 11½ in. over all, heavily nickel plated. Heating element guaranteed one year.

Ask your jobber. If he can't supply you, write us direct.

Northern Electric Co.
542 St. Clair St., Chicago, Ill.

\$4.50

Multiple Heat

Redtop
Reg. U. S. A.

SPECIALTIES

**Duplex Kitchenette
and Toaster
Stove**



\$8.50

Pat. Pending



Also Makers of
the Famous
Fitzall
Universal Plug



\$8.25

6½ lbs.

Tested and endorsed by Tribune Institute
Write today for circular

REDTOP ELECTRIC CO., Inc.
8 W. 19th St., New York

"UNILETS"

"A Fitting for Every Requirement"



THE conduit like the chain is no stronger than its weakest link—the fitting.

The selection of fittings then is most important.



The Appleton catalog of fittings is complete. There is a type for every requirement. Specify them, without reservation, if you want the best. The best are always the cheapest.



Write today for your copy of Catalog No. 8 and supplementary Bulletins of "Unilets" and other Conduit fittings.

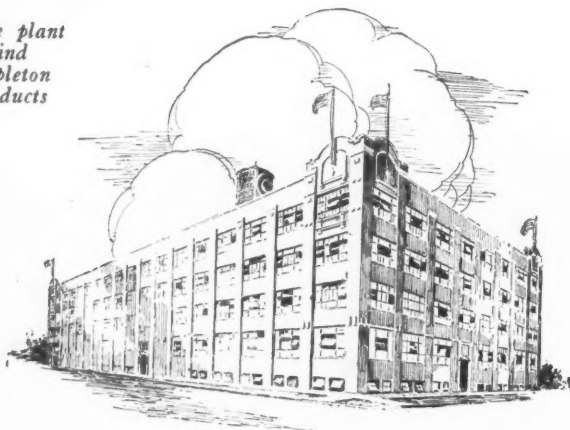


Appleton Products Include:

- "Unilets"
- Outlet Boxes and Covers
- Laundry Fittings
- Locknuts and Bushings
- Meter Terminal Fittings
- Conduit Clamps and Hangers
- Entrance Fittings
- "Pagrip"
- Metal Molding and Fittings
- Switch Boxes



The plant behind
Appleton
Products



APPLETON ELECTRIC COMPANY

Factory and General Offices:

1701 Wellington Ave., at Paulina, CHICAGO

NEW YORK
55 Barclay St.

ST. LOUIS
917 Pine St.

SAN FRANCISCO
509 Mission St.

APPLETON



Tie up your store with National Products

You doubtless handle products whose names, through national advertising, have become household words. But are you getting all the benefits that come from selling such articles? Are you sharing the good-will that their quality and service creates? You can do so inexpensively by placing your name on all the goods you sell. Thus marked, every article sold will be a good-will builder — insurance of repeat orders.



Decalcomania Transfers

—provide the quickest, most economical method of placing your name upon goods. They reproduce faithfully any design or color. They are easily applied and once on—they stay on. Their cost is less than that of metal name-plates.

Your request will bring suggestions and sketches showing how Decalcomania Transfers can best aid your sales. This, of course, without obligation to you. May we send you our illustrated booklet, "When Time Is the Element"?

THE PALM BROTHERS CO.,

Norwood

Dept. 522

Cincinnati, O.

MAKERS OF
TRANSFERS



FOR ALL
COMMERCIAL
PURPOSES

Established

1868

Don't Fail to Display

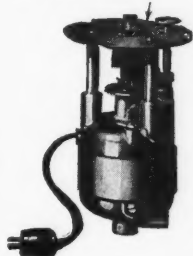


for the Christmas Shopper

There has always been a strong demand for the Electrophone, an electric motor driven phonograph with an automatic stop.

Last Christmas dealers found a ready market for them. They retail as low as \$135, play any disc record and are operated at a cost of about 1/4 cent per hour. Discounts are liberal. There is yet time to get Electrophones on your sales room floor—drop us a line today—a post card will do.

Replacement Business is Profitable



Replacing old spring wound motors with our Electric Motors is a profitable business in itself.

It only takes about 20 minutes of your time to install our motor and there is a liberal margin of profit.

Let us tell you more of this business.

LAKE SIDE SUPPLY CO., INC.

416 South Dearborn Street
Telephone Harrison 3840 Chicago, Illinois

CADILLAC ELECTRIC VACUUM CLEANER



Save your Back
with a CADILLAC

Thirteen Years Ago

the Cadillac blazed the trail for the Portable Electric Vacuum Cleaner. It embodied radically new and revolutionary ideas and it has maintained its leadership in mechanical design, construction and workmanship ever since.

Dealers who signed up with us thirteen years ago are still strong for Cadillac. The Cadillac has been a winner for them and it will be a winner for you.

The 1922 Cadillac is a masterpiece. Four models retailing at

\$39.50 to \$47.50

Write to obtain the Cadillac agency in your city and inquire about our special co-operative plan.

CLEMENTS MFG. CO.

615 Fulton Street, Chicago

Canadian Office:

70 Duchess St., Toronto, Ont.

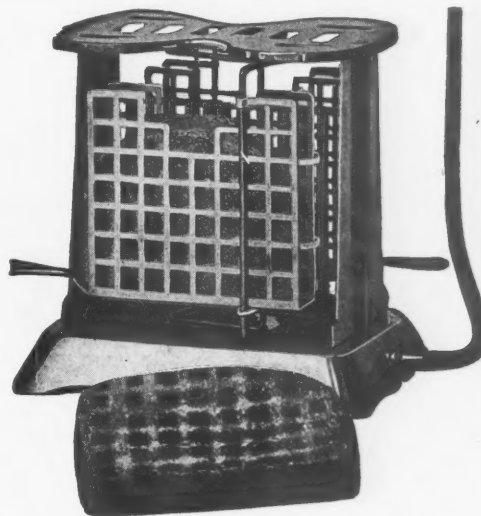
We Have "Put It Across"

The

REVERSO Electric Toaster

(Patented Nov. 16, 1920)

Wherever offered it is the admitted Leader of All Toasters in sales and in satisfaction to the customers.



There is no need to touch the bread from the time it is put in until it is perfectly and evenly toasted.

No danger of burning the hand.

No Springs or Catches to get out of order.

An appetizing effect is produced by the handsomely designed slice-holder.

This toaster has never been advertised until this year, but its operation is so "compelling" that we have never until now been able to fill all orders, but now our recent increases in capacity warrant publicity and a selling campaign.

Write us for literature and prices

The Electro Weld Company
70 Monroe Street, Lynn, Mass.

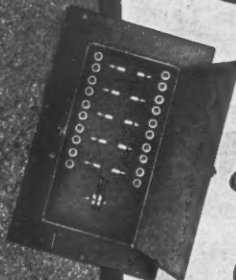
Pacific Coast Representatives: Western Agencies Co.,
Los Angeles, San Francisco, Seattle

REMEMBER, this is the only real
reversing toaster, and its name is

REVERSO

SPRAGUE

DURABLE WIRING MATERIALS



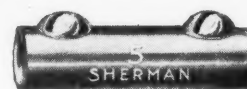
*Everything
for the
Complete
Wiring
System-*



SPRAGUE ELECTRIC WORKS
Of General Electric Company
PIONEERS OF THE INDUSTRY

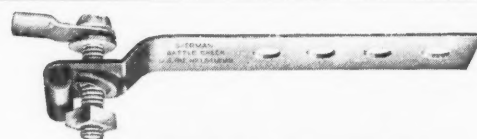
SHERMAN

Standard Products

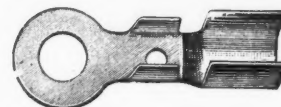
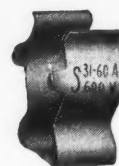
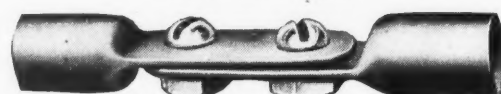


Sherman Set Screw Connectors

have four distinctive features: (1) Each connector is plainly stamped with a number. (2) The screws are heavily galvanized. (3) All dimensions and proportions are held to accurate size. (4) They are neatly boxed and plainly labeled.



U.S. PATENT No. 1,144,281



Sherman Products have been the standard in their respective fields for the past twenty-five years. Each article is produced in the most modern way, to sell at the lowest possible cost. Real dependability is the aim of Sherman engineers. They realize that only dependable goods can stand the test of time and competition.



H. B. Sherman Mfg. Co.

Battle Creek

Michigan



Christmas is the
Time to Sell the
**LITTLE
GEM**
Sewing Motor

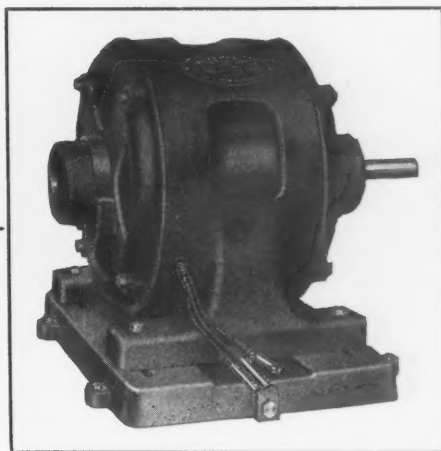
Display the Little Gem prominently in your store as a suggested Xmas gift. You will be surprised at the amount of Holiday trade it will bring in. Women everywhere want a motor like the Little Gem.

It is small in size and weighs only 3 $\frac{5}{8}$ lbs. yet it is so highly efficient that it never fails, even under the most trying conditions.

It operates from any electric light socket on a 110 to 120 A.C. or D.C. circuit. It fits any type of sewing machine made and is extremely simple and easy to attach. A screw driver and three minutes' time are all that are required to put it in place.

Write today for complete data on the Little Gem Sewing Motor and for a catalog of the complete Racine Line. No obligation.

Racine Electric Company
Racine, Wisconsin, U. S. A.



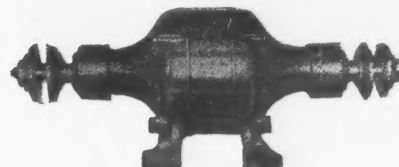
Sell
Crawford Motors
*They Help to Cut
Production Costs*

Lower prices will stimulate business. And lower prices can be offered by your products provided production costs are lowered.

That is exactly where Crawford motors come in. They enable customers to reduce costs through increased production and they can be sold in any small local industry where 2 and 3 phase, 60 cycle, 40° motors of from $\frac{1}{2}$ to 25 hp. can be utilized.

High starting torque and high efficiency on small loads are important selling arguments for Crawford Motors.

Our Contractor-Dealer sales plan is backed by a liberal policy which gives the contractor-dealer a large return for his sales effort.



Our I.O.B. Type totally enclosed ball bearing double end motors for grinding, polishing and scratch brush work are built in sizes from $\frac{1}{2}$ to 2 hp. in both bench and floor models.

*Ask for full details about our sales plan.
Write today.*

Crawford Manufacturing Co.
13-21 Park Row, New York
Factory at Concord, N. H.

Crawford

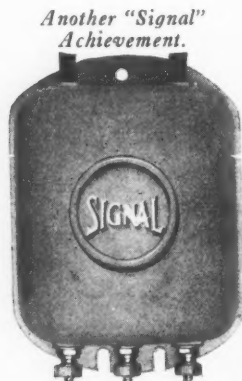


The best introduction to new—profitable business!

There's plenty of good business for you right in your community. The best introduction to that business is the sale and installation of a SIGNAL BELL RINGING-TRANSFORMER.

Three profits—on the apparatus itself—on the installation—on the repeat business that's bound to come.

Another "Signal"
Achievement.



Signal Porcelain
Transformer.



Signal Iron Box Buzzer.

Signal porcelain housed bell ringing transformers are rugged, highly efficient, liberally rated. The no-load losses are negligible. They have greater capacity and better voltage regulation. Damp-proof, trouble-proof. The "Signal Line" includes also wireless apparatus, medical batteries, bells and buzzers.

Write the nearest office for particulars.

Signal Electric Mfg. Co. Menominee, Michigan

Signal Electric Mfg. Co.
33 S. Clinton St.
Chicago, Ill.

Globe Commercial Co.
709 Mission St.
San Francisco, Cal.

P. M. Dreyfus Co.
150 Chambers St.
New York, N. Y.

C. H. Wallis & Co.
1409 Syndicate Trust
Bldg.
St. Louis, Mo.

R. E. T. Pringle, Ltd.
401 New Birks Bldg.
Montreal, Que.

A. Hedeman
141 Federal St.
Boston, Mass.

G. C. Kowfeldt & Co.
2541 Chicago Ave.
Minneapolis, Minn.

R. E. T. Pringle, Ltd.
95 King St., East
Toronto, Ont.



Made to Last
from Armco Ingot Iron

Whenever you sell or install switches—make sure those switches are SAFETY Switches—Circle T's.

With every wiring job goes a switch of some kind.

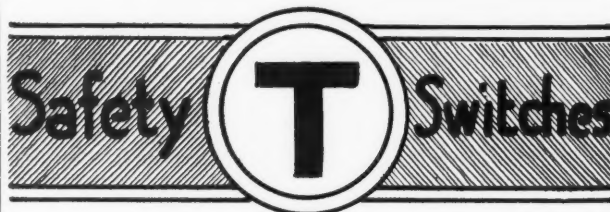
It is an easy thing for you to point out to the customer that Circle T Safety Switches are just as good *switches* as he can buy plus the added features of protection to his employees and his business.

The Safety features are to the switch just as the guard is to the buzz saw.

You'll find selling Circle T's on this basis an easy matter. The extra profit that goes with each sale, you pocket.

We are selling 60% more safety switches this year than at the corresponding time last year. This shows how definite is the tread toward Safety Switches. All the more reason for you to sell Circle T's and get a big share of this increasing business coming your way.

Get in touch with us now.



The Trumbull Electric Mfg. Co. Plainville, Conn.

New York
114 Liberty St.
Boston

Chicago
40 S. Clinton St.

San Francisco
595 Mission St.
Philadelphia

FLEXLUME SIGNS—

Put One On Your
Store and See
Sales Increase

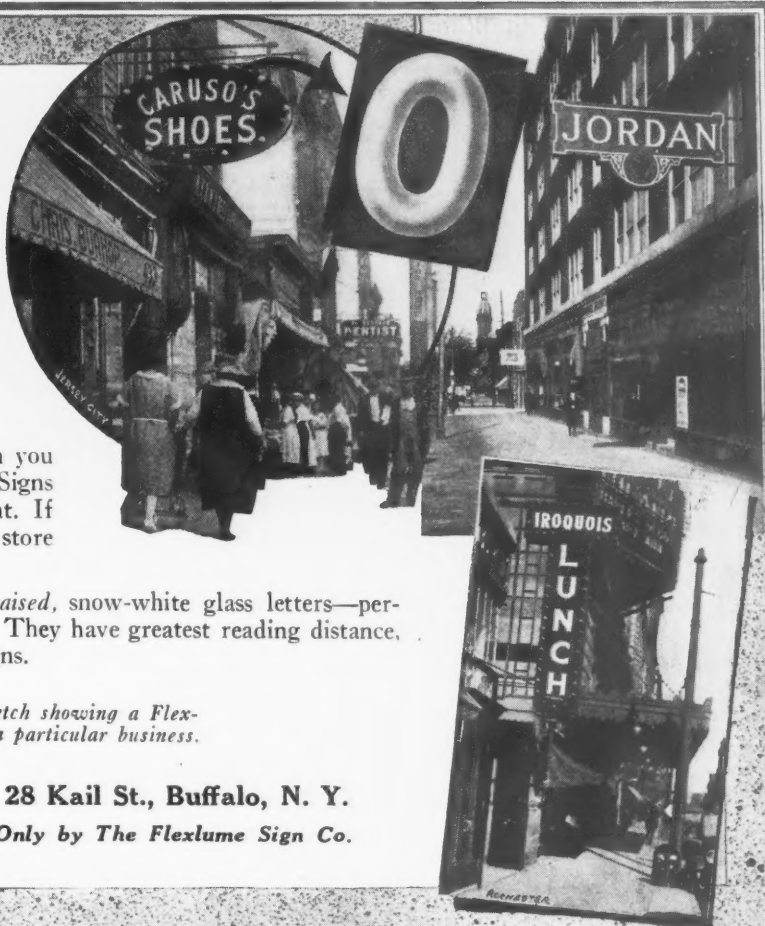
YOU are making no mistake when you recommend Flexlume Electric Signs to your customers as a sales stimulant. If you doubt it try one on your own store and see the sales increase.

Flexlumes are the signs with the *raised*, snow-white glass letters—perfect day signs as well as night signs. They have greatest reading distance, lowest upkeep cost, most artistic designs.

Let us send you a sketch showing a Flexlume to suit your own particular business.

Flexlume Sign Co., 28 Kail St., Buffalo, N. Y.

Flexlume Electric Signs—Made Only by The Flexlume Sign Co.



*An A1 combination—
a 1200 base unit and
a 1341 display top,
both of plate glass
and mahogany.*

"GOOD FIXTURES"—a lively little booklet brimful of good merchandising ideas. Issued monthly. Mailed free on request.



Iron City
Electric Co.,
Pittsburgh, Pa.

An Invitation to come and look

THAT'S the effect of a display like this. Any customer in your store will walk over to see "what's new" in ingenious electrical novelties—and *there always is something new* in the case when a real salesman trims it. But there are staples to be sold too. Things people know you have and they ought to have, but they forget to ask unless you remind them—and a showcase display is the most effective reminder. Result—*an extra sale!*

One McLean Combination displays more goods than the tops of six counters and has often proved that it will attract twice as many buyers as ordinary showcases will under similar conditions. It is built in standard units six feet long, of mahogany-finished birch and genuine plate glass.

The McLean Combination illustrated is one of a family of Good Fixture units, made to fit every nook and corner of your store.

Our catalog describes in detail several styles of McLean Fixtures—be sure to write for it today.

W. B. McLEAN MANUFACTURING CO.
3049 Bigelow Blvd., Pittsburgh

McLEAN GOOD STORE FIXTURES

Metropolitan

Flush Switches and Receptacles

A complete line

Detachable and Non-Detachable Switches

Receptacles from 660 Watts to 30 Amp.

Single and Double

Switches and Receptacles combined

No Porcelain

Ask your JOBBER for them

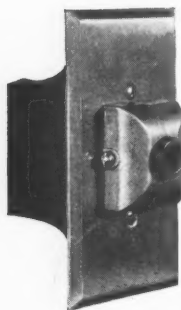
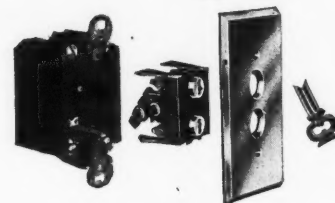
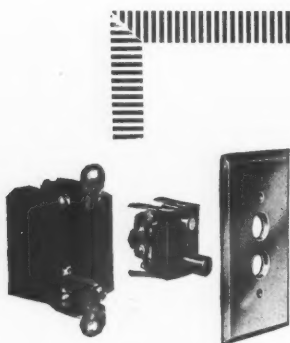
Catalog on request

METROPOLITAN ELEC. MFG. CO.

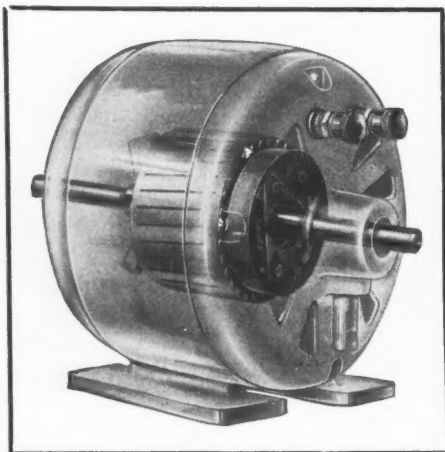
Main Office and Works

East Ave. at 19th St., Long Island City, N. Y.

AGENTS IN ALL LARGE CITIES



Motorize with Gillespie Motors



And be confident of durable and satisfactory service.

No longer need one speculate as to results obtainable from fractional horse-power motors. Most of the demands made upon this type of motor have been carefully met until now one may install Gillespie Motors with the unqualified satisfaction of knowing that they will receive the utmost in service.

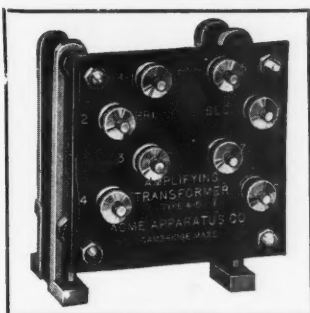
We will be glad to take up with you any problem pertaining to the installation of fractional horse-power A. C. motors.

GILLESPIE EDEN CORPORATION

General Office: 7 Dey Street, New York City

Works: Paterson, N. J.

ACME Radio Apparatus



THE successful dealers in the country stock ACME APPARATUS on account of the demand created by advertising, quality and efficiency.

Amateur Radio is growing rapidly and as established manufacturers our products will always be in demand.

*Write for bulletins, price lists
and trade discounts*

ACME APPARATUS CO.

198 Massachusetts Ave., Cambridge 39, Mass.
New York Sales Office: 1270 Broadway
Transformer and Radio Engineers and Manufacturers

Attention Dealers!

You can do a more profitable business handling this Brandes wireless equipment than with any other kind. The distinct advantage of the Brandes "matched-tone" feature—found in no other wireless receivers—is instantly recognized by all operators who try them by actual use. There's a big demand; getting bigger all the time. Take advantage of it.



We want live dealers to sell these quality Headsets. Write for our proposition. Good money in it.

C. BRANDES, Inc.
Dept. 25
32 Union Square
New York City

BRANDES Matched Tone HEADSETS

MURDOCK RADIO APPARATUS

The dealer who stocks

**MURDOCK
NO. 56
RADIO RECEIVERS
AND
MURDOCK
VARIABLE
CONDENSERS**

**is ready to supply radio apparatus
for which there is and will be,
a constant demand.**

Send for descriptive bulletin and trade discounts

WM. J. MURDOCK CO.

80 Carter St.,
CHELSEA, 50, MASS.

New York Office:
1270 Broadway at 33rd St.

Pacific Coast Representatives
The Keeler White Co.,
509 Mission St., San Francisco



Get Your Share

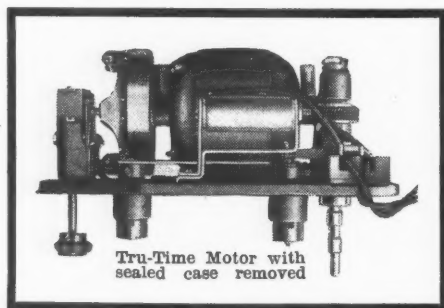
Christmas is the time to cash in on Radio apparatus profits. Equipment that has met the test is the surest profit booster.

FEDERAL

amplifying transformers, headsets, plugs, inductance coils—are backed by twenty years of experience in the building of telephone and telegraph equipment of the highest order.

*Dealers write for
our proposition*

Federal Telephone & Telegraph Co.
Buffalo, N. Y.



Tru-Time Motor with
sealed case removed

Sell the TRU-TIME Electric Motor to Electrify Spring Driven Phonographs

*Ask your nearest jobber for
full details and sales helps:*

Robertson-Cataract Elec. Co.
Buffalo, N. Y.

New York State (Outside of
Metrop. Dist.) and Northern
Counties of Pennsylvania

Iron City Elec. Co.
Pittsburgh, Pa.

Western Pennsylvania—East-
ern Ohio and Northern West
Virginia.

J. F. Buchanan Supply Co.
1715 Chestnut Street,
Philadelphia, Pa.

Eastern Pennsylvania; South-
ern New Jersey.

Fobes Supply Co.
Portland, Ore.
Pacific Coast States.

National Electric Supply Co.
1328 New York Avenue,
N. W., Washington, D. C.

Efficiency Electric Corporation

342 Madison Ave., New York City

Factory:

U. S. Cartridge Co., Lowell, Mass.



GOOD Fractional H.P. MOTORS Made Better

A motor made right ought to stay right—ought to provide easily for the inspection and cleaning which keeps it right. With a motor fitted with "NORMA" Precision Ball Bearings, removing the end housing removes also the outer ball race—leaving the balls, cage and inner race exposed on the shaft. Then the balls and cage can be slipped off—and each individual part of the bearing separately and thoroughly cleaned. A motor so fitted sells more easily—and stays sold because it gives better service. Are your motors "NORMA" equipped?

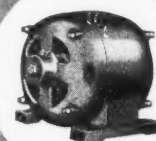
The Norma Company of America

Anable Avenue,
Long Island City, New York

Makers of

"NORMA"

PRECISION BEARINGS



Stromberg-Carlson Apartment House Telephones

SYSTEM NO. 5A

A simple system for small apartment houses. One way telephone service from vestibule to apartments and door opener service from all apartments to vestibule.

SYSTEM NO. 5B

An elaboration of the above, for apartments where janitor is always in attendance. Vestibule telephone calls any apartment or janitor. Janitor may also be called from any apartment. Electric door opener service.

Other systems for apartment dwellings of all sizes and types. Write for Bulletin No. 14 giving further information.

Stromberg-Carlson Telephone Mfg. Co.

Rochester, N. Y.

Chicago
Kansas City
Toronto



WIRELESS

Quality Apparatus—Designed by Engineers
Popularly Priced
Appeal to a Wide Public—Reap an Easy Profit



There are a Million Prospects for The "MARVEL" Radio Receiving Outfit

Patents Applied For

Wave-length Range 180 to 2600 meters

Sells on Sight—Packed in Attractive Counter Display Box

- 1—Retail at \$15.00
- 2—Liberal Discount to Dealers
- 3—Simple; no special knowledge needed to sell or use
- 4—Receives Wireless Telephone and Telegraph messages
- 5—No power or license needed
- 6—Efficient. Absolutely Complete and Guaranteed.

Beginners are the Foundation of a
Prosperous Radio Trade. Be a Builder!

ORDER NOW!

SELL FOR CHRISTMAS!

RADIO MANUFACTURING CO.

Office and Sales Department
170 Fifth Avenue, New York City



The Standard Transformer Co.

TRADE *Standard* MARK

Warren, Ohio, U. S. A.

Bell Ringing Transformer

For the Home—Apartment—Factory



Porcelain
Clad

Residence Types
Heavy Duty Types
General Utility Types

LOOKS GOOD—WORKS BETTER
SELLS BEST

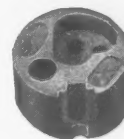


Many large Electrical Manufacturers have reduced costs with AICO PARTS. Why not you?

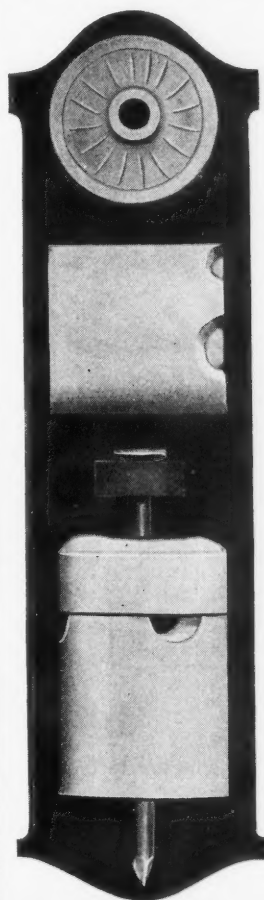
The adaptability and economy of AICO COLD MOLDED PARTS particularly fits them for use in high grade electrical appliances and devices.

Our engineering force has succeeded in appreciably reducing production costs for many electrical manufacturers and stands ready at all times to take up your problems in detail.

We will be glad to give you any assistance possible without obligation to yourself. Get in touch with us today.



American Insulator Corporation
New Freedom, Pennsylvania



Your
Nearest Jobber
Will Supply
You

Wedge
and
Newedge

5½ New Code
(Patented)

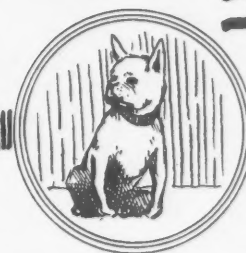
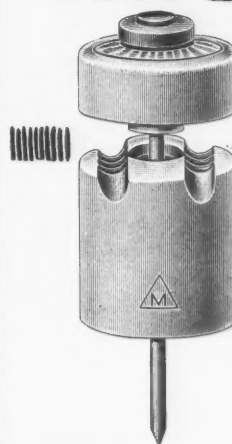
Split Knobs

Why not drop us a postal
today and let us send
you samples?

Cook Pottery Co.
Trenton, N. J.

Boston Office—10 High St.
Chicago Office: 564 West Monroe St.
Cleveland Office: 514 Bangor Bldg.

The Bulldog



"Bulldog" knobs are like their namesake, not only in gripping qualities, but also in the ability to withstand rough usage. The central bushing is placed on the cap instead of the base, thus adding strength at the weakest point, and the rosin coated nail will never loosen and destroy the grip.

Let us prove it to you.

Made and sold under License, United States Patent, February 3, 1920.

Illinois Electric
Porcelain Co.
Macomb, Ill.

"Has
A
Grip
Like
its
Namesake!"

THE FEDERAL PORCELAIN CO.
Carey, Ohio



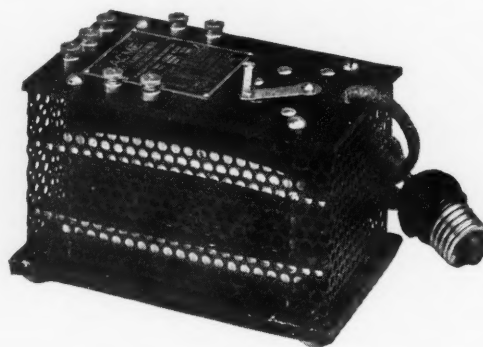
"Fedco" Nail-Knobs

Perfect Porcelain *Hold the Wire Tight* Straight Nails

W. Douglas Woolley

1170 Broadway New York
General Sales Manager

**ACME
TOY
TRANSFORMERS**



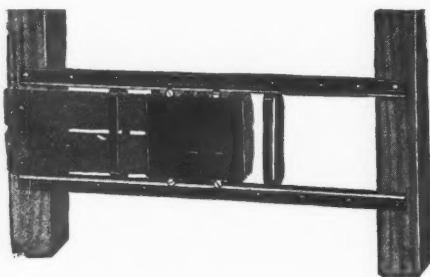
Built like the big ones

Efficient—Durable—Attractive

DEALERS—Write for proposition

Acme Apparatus Company

198 Massachusetts Avenue, Cambridge 39, Mass.
Transformer and Radio Engineers and Manufacturers



**The Kruse Way Saves
\$.25 to \$1.00 on each Job**

Kruse Switch box Supporting Strips and Lath Holders are the up-to-date way of installing Switchboxes.

They make installations safer, quicker and more economical than by any other method. The mounting is rigid, and substantial. It requires no cutting or fitting.

For a real workmanlike job Kruse Strips cannot be beaten. Try them on your next job.

*Approved by the Underwriter's Laboratories.
Send today for samples and prices.*

Mid-West Metal Products Co.
MUNCIE, IND.

Write for
Sample and
Prices



Approved by
Fire
Underwriters

—
GUARANTEED

Levolver
REG. U.S. PAT. OFF.
660
WATTS

The pull socket with a LEVER that works in any direction and won't break off.

The chain or lever may be removed or replaced without disturbing the shell.

McGILL MANUFACTURING CO.
Valparaiso, Indiana



Why Lose Time ?

P. S. IS READY

EVERYWHERE, every one is striving to avoid waste and save time.

PITTSBURGH
THREAD PROTECTED
ENAMELED CONDUIT
STANDARD
PATENTED

helps you to do both — It reaches the job ready to install.

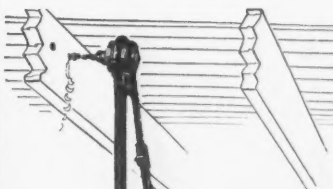
The Patented Thread Protectors keep threads sharp, true and clean. Coated with just enough enamel to protect from rust.

P. S. eliminates reversing couplings and running dies over pipe ends. Increases profit and decreases expense.



ENAMELED
PITTSBURGH PA.
METALS CO.

Contractors and Dealers



"Get a Kyle on the Job"

The Boring Machine

that saves its cost on one job by eliminating waste, time and labor. **THE KYLE IS FREE FROM BUNGLESOME CHAINS**—adjustable from 4½ to 13½ ft.

LITERATURE SENT UPON REQUEST.

Illustration shows improved machine with many new features.

You can now have this money making tool at pre-war price.

A User Writes—

"Please ship at once one Kyle Boring Machine. I have had one for three years and it has given great satisfaction."

Order a Kyle today from your jobber or from us direct, giving us your jobber's name.

The Hykon Mfg.
Company
ALLIANCE, OHIO



When Certainty is a Necessity

The man who is having electrical installation work done insists, if he is wise, upon only the best. The contractor realizes this and is protecting himself as well as his customer when he uses

Clifton Friction Tape

of whose uniform adhesiveness and high quality he is sure.

Write for samples and prices.

CLIFTON MFG. CO.
5 Brookside Ave., Boston, 30, Mass.

Rubber Insulated Wires and Cables



National Electrical Code Standard
Intermediate (Red) Thirty Per Cent

Wire built under the direct supervision of experienced engineers, skillfully and honestly manufactured with one purpose and result.

Continuous Service

A-A WIRE CO., Inc.

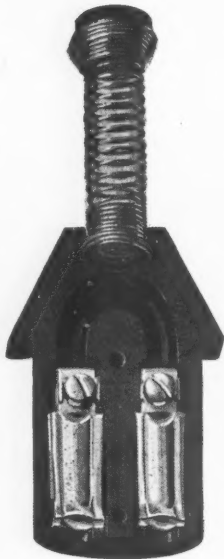
Factory: Newark, N. J.

Sales Offices: 50 East 42nd Street
New York City



UNIVERSAL PLUGS

Adaptable to all Terminals



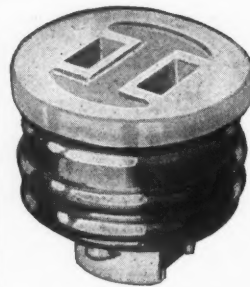
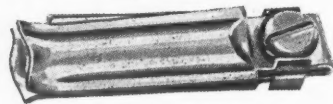
The universal plug is standard today in electrical shops everywhere. It means just one plug, instead of dozens—for its application is universal.

Carry them in stock—make a quick turnover and a good profit and know that you are selling a plug that will fit and give the best of satisfaction.

*May we send you a sample?
Drop us a line today.*

**T. & W. ELECTRICAL
MFG. CO., INC.**

4503 Ravenswood Ave.
Chicago, Ill.
2043 Sacramento St.
Los Angeles



STANDARDIZE

THERE are countless thousands of screw-base receptacles in use which would be more convenient in every way if they were "Standard."

Bryant No. 118 Edison Screw Adapter Body makes Standard Outlets of such receptacles and is so compact that plates with hinged lids close perfectly over them.

List No.	List Price	Schedule	Std. Pkge.	Carton	Pkg. Wt. Lbs.
118	\$0.15	R2	100	10	7

The price is low, the package is small. Do you carry a stock?

THE BRYANT ELECTRIC COMPANY

BRIDGEPORT, CONN.
NEW YORK CHICAGO SAN FRANCISCO

The Greatest Triumph IN Panel Board History

In keeping with the Frank Adam Idea of always being in the lead we announce the new Triumph "T-P" Panel Board. Unusual design never before equalled.

Ready for shipment Jan. 1st.
Steel Cabinets ready now.
Buy or specify.

Frank Adam Electric Company
ST. LOUIS, MO.

Detroit Minneapolis New York Dallas
Kansas City Cincinnati Chicago New Orleans
San Francisco Los Angeles Seattle

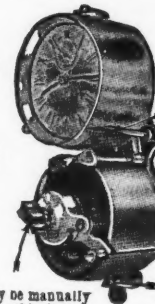


SINGLE OPERATION

TYPE
"A"

VOLTS
250

ONE DAY



Clock removable from here to wind and set.

Supports allow space back of switch for wires.

Switch set by movement of lever to this position.

Switch may be manually operated by this button independent of time switch mechanism.

Iron Cover removable for wire connections

The Most Economical Time Switch

The Campbell One-Day Time Switch is the lowest priced time switch on the market.

It is of the approved on and off snap type and can be installed anywhere that an ordinary snap switch may be installed. It can be manually operated.

The clock of the Type A One-Day Switch is of standard make and can be readily replaced if necessary.

The Campbell One-Day Switch is sturdily built for long service. It is finished in nickel plate and black enamel.

Approved by Fire Underwriters.

Write for catalog and prices.

In stock by all leading electrical supply jobbers.

Campbell Electric Co., Lynn, Mass.

DELTA

SPOTLIGHT...FLASHLIGHT

"Sell them Delta Flashlights"

You'll make friends and customers because Deltas always make good.

Knurled Band
of Perfection



The size that fits his needs has a price that suits his purse.

There is a Delta Spotlight-Flashlight for every requirement of every flashlight user.

The Delta Line, in range of style, size and price, offers a large, powerful searchlight or a vest pocket model, the proper flashlight for every man.

Write today for complete information on Delta Line of Flashlights, Hand Lanterns, Batteries and Bicycle Lamps.

DELTA ELECTRIC COMPANY

Factory and General Offices:

210 Delta Block, Marion, Indiana, U. S. A.

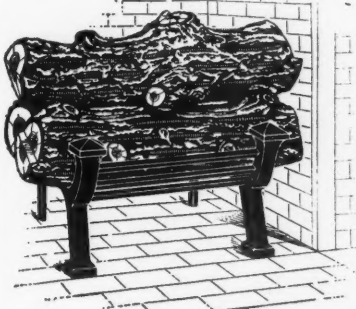
Standard Makers of Electric Lanterns, Bicycle Lamps,
Flashlights and All Kinds of Dry Batteries

NEW YORK CITY

WINNIPEG

SAN FRANCISCO

Electric Heat in its Most Salable Form GLOLOGS



Heat a whole room not just a spot and fill the yawning fireplace with cheerfulness. Contractor dealers will find them easy to sell to their high class trade. The special wiring is no sales obstacle when you sell your customers on the idea of comfort and attractiveness. It is a means of making your profits bigger.

There's a live proposition awaiting you. Write Now.

STRAIT & RICHARDS, Inc., Newark, N. J.

The Capitol Electric Ironer "Variable Pressure by Foot Control"



The only ironer on which the pressure can be graduated to suit the varying thicknesses of the materials being ironed.

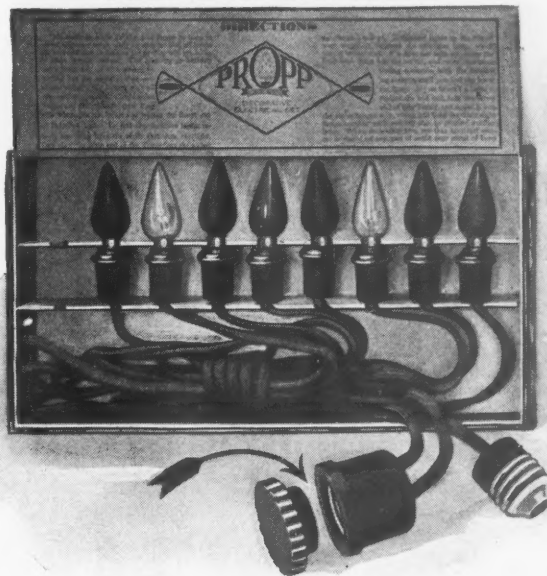
An ironing machine that has made good wherever sold.

Attractive territories
to progressive dealers

Write for details

Barnett Foundry
and Machine Co.
Irvington, New Jersey

The Propp One-4-All Single Standard Xmas Tree Unit with the continuous socket attachment



More Than a Fast Seller at Christmas

Propp Standard Unit Xmas Tree Sets make ideal decorations for birthdays, holidays, house and lawn parties and celebrations of all kinds. Dealers can ring up steady sales all through the year by pushing Propp Outfits.

Only two outfits to stock—Propp No. 80, 8 light, and Propp No. 90, 9 light, from which any sized outfit can be quickly and easily built up.

Make more money selling the Propp Quality Line.
Write for details now.

M. PROPP COMPANY, 524-28 Broadway, New York
Chicago Office: 618 W. Jackson Blvd. Pittsburgh Office: 614 Fulton Bldg.
San Francisco Office: 285 Minna Street.

See Trade Mark on Every Box.

Specify the "Master" Garage Pump

There is a "Master" Pump of the correct size for every public or private garage requirement. Every garage owner likes the "Master" because it is tankless, neat, trim, compact and operates on ordinary light current.

Send for attractive agent's proposition

Hartford Machine Screw Co.

HARTFORD, CONN.

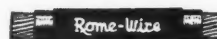
409 Broome Street
New York City

4612 Woodward Avenue
Detroit

COPPER WIRE

Bare and Insulated for every kind of electrical work.

COPPER RODS, TROLLEY WIRES



ROME WIRE COMPANY

Main Plant and Executive Office: ROME, N. Y.
"Diamond" Branch: BUFFALO, N. Y.

DISTRICT SALES OFFICES:

NEW YORK
50 Church Street
CHICAGO, ILL.
14 E. Jackson Blvd.

DETROIT, MICH.
25 Parsons St.
LOS ANGELES, CAL.
336 Azusa St.

EDWARDS



EDWARDS and COMPANY
INC.

ELECTRICAL SIGNALING APPARATUS
140th and Ex erior Streets, New York City

BELLS

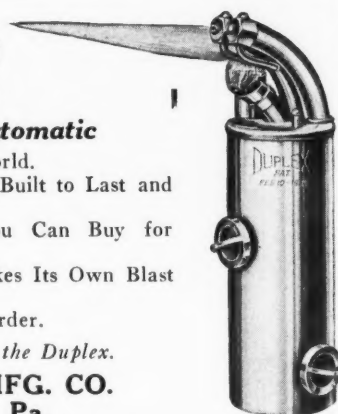
Quick Selling
**A Self-Blowing
Alcohol Torch**

Absolutely Automatic

Nothing Like It in the World.
A Real Mechanic's Torch Built to Last and Give Service.
The Cheapest Torch You Can Buy for Lasting Service.
Simple in Operation. Makes Its Own Blast in a Few Seconds.
Nothing to Get Out of Order.

Write for Prices on the Duplex.

PEERBLOW MFG. CO.
Leetsdale, Pa.



Adjustable Plaster Drill
for finished house wiring

This drill saves time and labor. Will cut holes in plaster of any thickness, also wood or metal ceiling. Has adjustable knives to cut out holes from 3 in. to 4 in. for outlet boxes. Prevents plaster from falling on floor. Fits over $\frac{3}{8}$ or $\frac{1}{2}$ in. gas pipe, or straight electric. Send for circular fully describing this tool.

Price of drill delivered, \$12.50
Order from your jobber.

AMERICAN PLASTER DRILL CO., 122 Throop Ave., Bklyn., N. Y.

ELECTRIC WATER HEATERS
HOTVENT

"Service which has no equal"

Aetna Electric Appliance Co.
40 Court St., Boston, Mass.

STARLITE RADIUM INDICATORS

Order from your jobber or write to us.

Will sell on sight for 25c. each.



Made luminous with real radium.

Guaranteed for over five years.

Attractive 11 in. x 14 in. four color display card.
We also have discs for flush type wall switches.
STARLITE MANUFACTURING CO., INC.
2 Columbus Circle, New York City

A B & B

WYNK-A-LYTE FLASHING PLUG

may be sold with every Xmas Tree Set for Hallowe'en and holiday decorations.

Good Dealers Display Them.

Made by the Makers of
BESO de Luxe Multiple Tree Units

BETTS & BETTS CORPORATION

635 West 43rd St., New York
For Pacific Coast Inquiries Address
595 Mission St., San Francisco

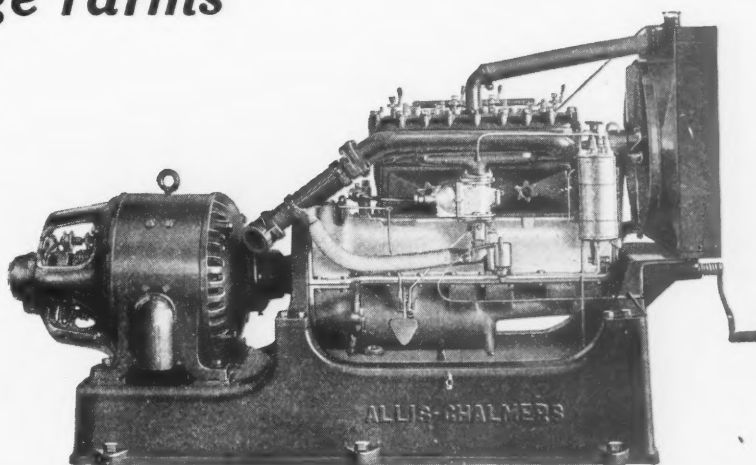


A Complete Power Plant furnishing Light and Power to small com- munities or large farms

Send for Leaflets
2040A and 2041

There are big sales possibilities in the large farms, logging camps, small villages, stores, churches, movie picture theatres, factories, construction jobs, summer resorts, etc., for isolated power and light plants of more than ordinary capacity.

These sets are made in 5 and 15 kw. capacities, and possess unusual merit.



ALLIS-CHALMERS MANUFACTURING CO.
MILWAUKEE, WIS. U.S.A.

Your Chance for Big Profits!

An Unusual Sale at Bargain Prices

Edison and National Mazda Lamps—
Type C, 200 to 1,000 W., 220-250 V.,
Discounts from 40 to 70%.

Nitrogen Lamps, Independent makes—
300 W., 120 V., Mogul Base, each \$1.00

Electric Irons—6 and 8 lb., 110 V.,
Domestic and Imported makes—at \$2.75
and \$2.25
6 and 8 lbs. 220 V., at \$1.50 each.

Heater Cord—No. 14—16 and 18, all
Colors, at Prices below market.

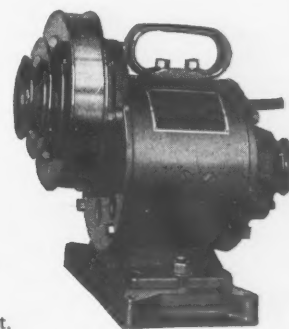
Write today for complete list on specials

We are always ready to purchase
your surplus stock.

Strauss & Blum, Inc.
254 W. 41 St., New York



Built to meet the extreme
conditions of service in the
machine shop, garage and
on the farm.



Liberal discounts.
Write for details and
Booklet No. 10.
Made for any standard current.

The A-C Electrical Mfg. Co.
Dayton, Ohio
Makers of Motors and Generators for 20 Years



AGENTS AND SALESMEN

A New England Sales Organization
Wants to represent reliable manufacturers of electrical apparatus; heating appliances, lamps, lighting fixtures and glassware. Bell-Thornburgh Co., Room 512, 101 Tremont St., Boston, Mass.

Commercial Lighting Units Wanted

Here is a real opportunity for energetic manufacturers of commercial lighting units and kindred lines to connect with a live wire sales organization covering Southern California. Submit photographs, catalogues, prices, etc., together with your best proposition in first letter. 420 Grosse Bldg., Los Angeles, Cal.

Commission Salesman Wanted

To handle our line of lighting fixtures in Middle West territory. Crescent Art Metal Co., Water Street, Bridgeton, N. J.

Energetic Salesman

Manufacturer of electrical appliances has several openings in Eastern territory for experienced energetic salesmen. Commission and drawing account basis. Only men capable of earning upwards of \$5,200 annually need apply. AS-385, Electrical Merchandising.

High-Class Salesman Wanted

For middle West to represent one of the largest New York manufacturers and jobber's house in chandelier accessories and electrical supplies. None but experienced men need apply. Splendid opportunity for right party. AS-384, Elec. Merchandising.

Indoor Salesman Wanted

Familiar with electrical fittings. Steady position with good prospects. Address, giving experience, salary, etc. AS-378, Elec. Merchandising.

Manufacturers Distributors Wanted

A Chicago manufacturer of high-grade electric irons, plugs, etc., selling at popular prices, wants manufacturers agents or distributors to distribute its products throughout the United States. Please state territory you cover and full data regarding your organization. AS-380, Elec. Merchandising, Old Colony Bldg., Chicago, Ill.

Retail Manager Wanted

A large electrical corporation with National Distribution can use a retail manager with successful experience in house-to-house selling in a large eastern city. We want a man who is capable of earning from \$7,500 to \$10,000 a year and who is competent to employ and manage a crew of 30 to 40 outside appliance salesmen. In replying give details of past experience and tell us why you are competent for the position. Replies will be considered confidential.

P-387, Electrical Merchandising
10th Ave. at 36th St., New York City

WANTED

House-To-House Salesman

New York and Surrounding Territory

Must be thoroughly experienced in the sale of washing machines, vacuum cleaners, dish washers, ironing machines, and other household appliances. Popular lines with liberal deferred payment plan.

Progressive promotion to man proving himself a real "go-getter." Opportunity to acquire district distributing agency. Liberal commission with bonus.

AS-373, Electrical Merchandising
10th Ave., at 36th St., New York City

In Replying to "Blind" Ads

be careful to put on envelope the key number in the ad and also local address of office to which reply is sent.

10th Ave. at 36th St., New York.
935 Real Estate Trust Bldg., Phila.
533 Leader-News Bldg., Cleveland.
1570 Old Colony Bldg., Chicago.
531 Rialto Bldg., San Francisco.

Important

Original letters of recommendation or other papers of value should not be enclosed to unknown correspondents—send copies.

0195

AGENTS AND SALESMEN

Pacific Coast Wants Washers

Additional line of washing machines wanted for the Coast by salesman who has already successfully placed two makes in this territory. Knows Coast trade thoroughly. Oscillator type preferred. Commission basis. Walter Guyot, 372 Orizaba, Long Beach, Cal.

Salesman

High grade electric appliance salesman. To work jobbers and distributors. Permanent connection. Give details of your experience, age, and references in first letter. Apply by letter only. The Hartzell Sales Co., Huntington, W. Va.

Salesmanager Available Jan. 1st.

Nine years' experience with two large jobbers handling products of G. E. Co. and Hurley Machine Co. Prefer connection that will lead to part ownership. AS-376, Elec. Merchandising, Old Colony Bldg., Chicago, Ill.

Thor Distributor

A real specialty salesmanager, capable of securing wide distribution on Thor products and other appliances will soon be open for a new connection. I have the ability and the experience; have you the opportunity? AS-377, Elec. Merchandising, Old Colony Bldg., Chicago, Ill.

Salesmen Wanted

Traveling salesmen wanted in all parts of the United States to sell Hot Flo Electric Faucets to the trade; in addition to lines they are at present handling. The attractiveness and appeal of the faucet will get you a hearing everywhere and help you sell your other lines. Write us stating experience, territory covered and the lines you are at present selling.

HOT FLO ELECTRIC CO.

535 7th Ave., Cor. 39th St., New York City

SALESMEN

We want salesmen calling on the electrical trade in any part of the United States, Canada or Mexico to handle our product as a side line; patented article; no competition; easy to sell; good commission.

AS-372, Electrical Merchandising
1570 Old Colony Bldg., Chicago, Ill.

WANTED

Salesmen, Organizers, Crew Managers

Largest Manufacturer of Nationally Advertised Electric Vacuum Cleaners has

New York and Westchester

departments open, and desires to communicate with experienced men to handle sales in the above districts. \$50 to \$100 weekly.

Write giving full details

E. S. GOODLIFFE

Eureka Vacuum Cleaner Company
31 West 43rd Street, New York

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AN ambitious and energetic young man with several years' experience in the selling field, and with the qualifications necessary to hold an executive position, desires an opportunity to become associated with a manufacturer in the electrical industry in the capacity of assistant to the merchandising or sales manager. Give full details first letter. AS-382, Elec. Merchandising.

MECHANICAL-electrical engineer, 6 years' experience steam-electrical operation, distribution, sales, 9 years manufacturers and jobbers salesman desires to represent manufacturers of machinery and electrical equipment and specialties in Rocky Mountain states. Personal acquaintance machinery and electrical jobbers central stations, dealers and mining industry. If you care to place your line with live and capable sales engineer for this territory please correspond at once. AS-374, Elec. Merchandising, Old Colony Bldg., Chicago, Ill.

MR. MANUFACTURER or distributor of washing machines or electric vacuum cleaners. A thoroughly experienced electric vacuum cleaner salesman with a record of selling fifty cleaners per month to consumer; desires to make a change. Three years as sales promoter for largest company in world; hiring and training new men. I am twenty-nine years of age, and if you can show me a future, I will show you results. Best of reference as to honesty and ability. AS-262, Elec. Merchandising.

SALESMAN, 15 years' practical experience electrical business, familiar all makes appliances, washers, and cleaners, will consider offer from reliable party. AS-383, Elec. Merchandising.

SEASONED electrical goods salesman, 8 years' experience selling jobbing trade Cleveland to Omaha, still employed doing so, desires represent established manufacturer electrical goods and worth while specialties said territory, main or side line; drawing account basis. Am 34 years old, married; best references. Results getter. AS-386, Elec. Merchandising.

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Manufacturer Wanted

To take over full automatic electric clothes washer, positively unequalled and embodies centrifugal extractor. Cash or royalty proposition. BO-375, Elec. Merchandising, Leader-News Bldg., Cleveland, Ohio.

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WANTED

Wanted to Buy

Job lots and overstocks of electrical wiring materials, lighting fixtures and supplies. Terms cash. Material must be described fully, also state where to be shipped from. W-379, Elec. Merchandising, Old Colony Bldg., Chicago, Ill.

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\$45,000. Will show net profit of 15% with 8 to 10% depreciation. Water power with steam auxiliary. FS-381, Elec. Merchandising, 531 Rialto Bldg., San Francisco, Cal.

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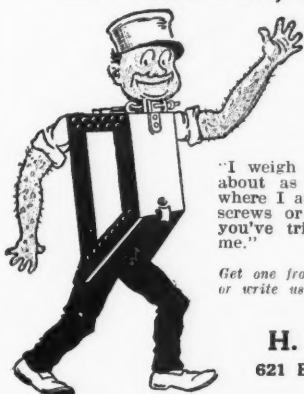
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Readers interested in any articles not listed in these pages are cordially invited to inform us of their wants and every effort will be made to put them in touch with the proper manufacturers. Readers' Service Department, ELECTRICAL MERCHANDISING, 10th Ave., and 36th St., N. Y. C.

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Indiana Rubber & Insulated Wire Co.
Simplex Wire & Cable Co.
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Hartford Machine Screw Co.
- Alarms, Burglar, Fire, Tank**
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Holtzer-Cabot Co.
Stanley & Patterson
Westinghouse E. & M. Co.
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Connecticut Tel. & Elec. Co.
Edwards & Co.
Stanley & Patterson
- Automobile Accessories, Electric**
American Eveready Works
Chicago Fuse Mfg. Co.
Delta Elec. Co.
Hartford Machine Screw Co.
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- Battery-Charging Equipment**
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Robbins & Myers Co., The
Westinghouse E. & M. Co.
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- Bells and Buzzers**
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Edwards & Co.
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Signal Elec. Mfg. Co.
Stanley & Patterson
- Benders, Conduit and Pipe**
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- Rollers**
Safety Utility Economy Co.
- Books, Electric & Technical**
McGraw-Hill Book Co.
- Boring Devices**
Hykon Mfg. Co.
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Stanley & Patterson
- Boxes, Junction and Outlet**
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Appleton Electric Co.
Benjamin Elec. Mfg. Co.
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General Electric Co.
National Metal Mfg. Co.
Richards & Co., Geo. C.
Sprague Elec. Wks. of G.E.
Steel City Elec. Co.
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(See Fixture Parts & Accessories)
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Westinghouse E. & M. Co.
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(See Locators)
- Bushings**
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Stevens & Co.
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Steel City Elec. Co.
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Gair Co., Robt.
- Cash Registers**
(See Store Equipment)
- Castings, Iron**
White Mfg. Co., J. H.
- Chain, Fixture**
Acme Ltg. Fixture Co.
Alt-Le Ltg. Fixture Co.
Bryant Electric Co.
Faries Mfg. Co.
Hyman, Henry
National Chain Co.
- Chain, Pull Socket**
Arrow Electric Co.
Bryant Electric Co.
Freeman Elec. Co., E. H.
Hubbell, Inc., Harvey
McGill Mfg. Co.
Wirt Co., The
- Chandeliers (See Fixtures, Lighting, Rigid)**
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Coto-Coil Co.
- Christmas Tree Lighting Outfits**
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Propp Co., M.
Solar Light Co.
- Cigar Lighters**
Duralectric Corp.
- Circuit Breakers**
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Tremont Products Co.
Westinghouse E. & M. Co.
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- Conduit, Flexible**
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Clifton Mfg. Co.
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Westinghouse E. & M. Co.
- Cord Connectors (See Connectors)**
- Cord, Heater**
Berry, A. Hall
Driver-Harris Co.
- General Electric Co.**
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Rockbestos Products Corp.
Rome Wire Co.
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Bryant Electric Co.
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Freeman Elec. Co., E. H.
General Electric Co.
Johns-Manville Inc.
Richards & Co., Geo. C.
Sears, Henry D.
Tremont Products Co.
Trumbull Electric Mfg. Co.
Woolley, W. Douglas
- Dimmers, Lamp**
Wirt Co., The
- Dishwashers, Electric**
Crawford Mfg. Co.
Crescent Washing Mach. Co.
Hood Sales Corp'n.
Shank Co., Cyrus
- Distributors (See Jobbers)**
- Drainers, Washing Machine**
Lincoln Brass Co.
Rucker, B. Parks
- Driers, Hair & Hand, Electric**
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Geier Co., P. A.
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Jorgensen Co., Inc., John
Shelton Elec. Co.
- Drills, Portable, Elec.**
American Plaster Drill Co.
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Star Elec. Motor Co.
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(See Plants, Light. Power)
- Farm Lighting Plant Accessories**
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Lightolier Co.
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Aetna Elec. Appliance Co.
- Hot-Flo Elec. Corp'n.**
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Lightolier Co.
McLean Mfg. Co.
Mitchell Vance Co., Inc.
Play-O-Lite Co.
Plaut & Co., L.
Retherford, R. Milt
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Holophane Glass Co.
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Solar Light Co.
United Metal Spinning Co., Inc.
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- Flashlights**
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Berry, A. Hall
Delta Elec. Co.
Hyman, Henry
National Lamp Works of G. E.
Owl Flashlight Co.
Solar Light Co.
- Flashers, Sign**
Betts & Betts, Inc.
Reynolds Electric Co.
- Flashers, Thermostatic**
Betts and Betts Corp'n.
- Flood Lighting (See Projectors)**
- Food Mixers, Electric**
Air-O-Mix Corp.
Play-O-Lite Co.
Reynolds Electric Co.
Rietz, Carl
- Fuses, Cartridge, Non-Refillable**
Busman Mfg. Co.
Chicago Fuse Mfg. Co.
Commercial Enclosed Fuse Co.
D. & W. Fuse Co.
Johns-Manville Inc.
Metropolitan Elec. Mfg. Co.
Westinghouse Electric & Mfg. Co.
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Busman Mfg. Co.
Chicago Fuse Mfg. Co.
D. & W. Fuse Co.
General Electric Co.
Johns-Manville Inc.
Westinghouse Electric & Mfg. Co.
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King-Craymer Elec. Mfg. Co.
Metropolitan Elec. Mfg. Co.
Woolley, W. Douglas
- Fuses, Plug, Non-Refillable**
Arrow Elec. Co.
Busman Mfg. Co.
Chicago Fuse Mfg. Co.
Commercial Enclosed Fuse Co.
D. & W. Fuse Co.
General Electric Co.
Metropolitan Elec. Mfg. Co.
Sears, Henry D.
Westinghouse Electric & Mfg. Co.
- Fuses, Plug, Refillable**
Busman Mfg. Co.
Chicago Fuse Mfg. Co.
General Electric Co.
Industrial Engineering Co.
Westinghouse Electric & Mfg. Co.
- Glassware, Lighting**
Beardslee Chandelier Mfg. Co.
Bauman & Loeb
Consolidated Lamp & Glass Co.
General Gas Light Co.
Holophane Co., Inc.
Horn & Brannen Mfg. Co.
Jeanette Shade & Novelty Co.
Lightolier Co.
Lincoln Mfg. Co.
Lyons & Jourdan
Macbeth-Brans Glass Co.
Moe-Bridges Co.
National X-Ray Reflector Co.
Pennsylvania Sales & Export Co.
Reliance Metal Spinning & Stamping Co.
Shapiro & Aronson, Inc.
- Grills and Table Stoves, Electric**
Borfeldt & Co., Geo.
Redtop Elec. Co., Inc.

(Continued on page 182)

EVEREADY

flashlights and batteries

Have you stocked up for the big Christmas demand?

Christmas is the best time for Flashlight Sales. With the Eveready Newspaper Campaign doing its work, Flashlight Sales will be greater than ever this year

To get your share, lay in a complete stock of Flashlights and Batteries. Make a window and store display. Then watch the Eveready Line turn in profits to you.

AMERICAN EVEREADY WORKS

of National Carbon Company, Inc.

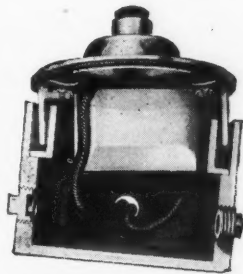
307 THOMPSON AVENUE, LONG ISLAND CITY, N. Y.
Chicago Atlanta San Francisco

The EVEREADY line with the EVER STEADY turnover

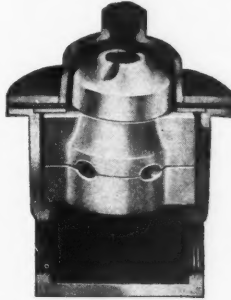
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- Rutenber Elec. Co.**
 Russell Electric Co.
 Tucker Mfg. Co.
 Waage Electric Co.
 Westinghouse Electric & Mfg. Co.
- Grinders, Elec.**
 Crawford Mfg. Co.
- Ground Clamps**
 Eagle Elec. Mfg. Co.
- Hangers, Cable & Conduit**
 Appleton Elec. Co.
- Hangers, Switchbox**
 Mid-West Metal Products Co.
- Heater Cord (See Cord, Heater)**
- Heating Appliances (See Table Appliances)**
- Heating Devices, Electric**
 Duparquet, Huot & Monse Co.
 Empire Transformer Co.
 Esler Elec. Mfg. Co.
 General Electric Co.
 Rutenber Elec. Co.
 Safety Utility Economy Co.
 Strait & Richards Inc.
 Waage Elec. Co.
 Ward, Robt.
 Westinghouse Electric & Mfg. Co.
- Heating Pads and Blankets**
 Berry, A. Hall
 Standard Elec. App. Co.
 Sterling Electrical Corp.
 Wirt Co., The
- Horns & Sirens**
 Benjamin Elec. Mfg. Co.
- Hospital Systems**
 Stanley & Patterson
- Indicators, Radiant (See Locators)**
- Instruments, Indicating, Testing**
 American Eveready Works
 Burton-Rogers Co.
 National Lamp Works of G. E.
- Insulating Materials**
 Clifton Mfg. Co.
 D. & W. Fuse Co.
 General Electric Co.
 Johns-Manville Inc.
 Rockbestos Products Corp.
 Westinghouse Electric & Mfg. Co.
- Insulators**
 American Insulator Co.
 Garfield Mfg. Co.
 General Electric Co.
 Johns-Manville, Inc.
 Sears, Henry D.
- Insulators, Porcelain**
 Cook Pottery Co., The
 Illinois Elec. Porcelain Co.
- Ironing Machines, Gas Heated, Motor Driven**
 American Ironing Mach. Co.
 Apex Appliance Co.
 Barnett Foundry & Machine Co.
 Hurley Machine Co.
 Pittsburgh Gage & Supply Co.
 Utensils Co.
 Western Electric Co.
- Ironing Machines, Gas Heated, Motor Driven**
 American Ironing Mach. Co.
 Apex Elec. Distrib. Co.
 Pittsburgh Gage & Supply Co.
 O. K. Machine Co.
 Utensils Co.
- Irons, Curling, Electric**
 Northern Elec. Co.
 Russell Electric Co.
 Strauss & Blum, Inc.
 Waage Electric Co.
- Irons, Electric**
 American Ironing Mach. Co.
 Borgfeldt & Co., Geo.
 Empire Transformer Co.
 Pittsburgh Gage & Supply Co.
 Redtop Elec. Co., Inc.
 Rutenber Elec. Co.
 Safety Utility Economy Co.
 Waage Elec. Co.
 Westinghouse Electric & Mfg. Co.
 Wise-McClung Mfg. Co.
- Irons, Soldering**
 Westinghouse Electric & Mfg. Co.
- Jobbers**
 Carroll Elec. Co.
 Doubleday-Hill Elec. Co.
 Elec. Merchandising Co.
 Iron City Elec. Co.
 Knowlson Co., A. T.
 Magnet Appliance Co.
 National Elec. Supp. Co.
 Newark Elec. Supply Co.
 New Jersey Elec. Sales
- Philadelphia Elec. Co., Supply Dept.**
 Piedmont Elec. Co.
 Southern Electric Co.
 Stewart Elec. Co., Frank H.
- Knobs, Porcelain**
 Cook Pottery Co., The
 Illinois Elec. Porcelain Co.
- Laboratories, Testing**
 Electrical Testing Laboratories
- Lamp Dips & Frosting**
 Frostol Distributing Co.
 McGill Mfg. Co.
 McKay Co.
- Lamp Guards & Locks**
 Benjamin Elec. Co.
 Bryant Elec. Co.
 McGill Mfg. Co.
- Lamps, Automobile**
 American Eveready Works
 Delta Elec. Co.
 National Lamp Works of G. E.
 United Metal Spinning Co.
 Westinghouse Lamp Co.
- Lamps, Clamp Attaching and Extension**
 Biddle Gaumer Co.
 Delta Elec. Co.
 Tubular Woven Fabric Co.
- Lamps, Desk**
 Beardslee Chandelier Mfg. Co.
 Faries Mfg. Co.
 Frink, Inc., I. P.
 Lightolier Co.
 McFadden & Co., H. G.
 National X-Ray Reflector Co.
- Play-O-Lite Co.**
 Retherford, R. Milt
 Shapiro & Aronson, Inc.
 Solar Light Co.
- Lamps, Incandescent**
 Apex Elec. Spec. Co.
 Brite Lite Lamp Mfg. Co.
 Consolidated Elec. Lamp Co.
 Edison Lamp Works
 General Electric Co.
 Hygrade Lamp Co.
 National Lamp Works of G. E.
 Plaut & Co., L.
 Save Elec. Corp.
 Strauss & Blum, Inc.
 Westinghouse Lamp Co.
 Westinghouse Electric & Mfg. Co.
 Whitelite Elec. Co.
- Lamps, Miniature**
 American Eveready Works
 General Electric Co.
 National Lamp Works of G. E.
 Westinghouse Lamp Co.
 Whitelite Elec. Co.
- Lamps, Portable**
 Acme Ltg. Fixture Co.
 American Eveready Works
 Biddle Gaumer Co.
 Beardslee Chandelier Mfg. Co.
 Burns-Pollock Elec. Mfg. Co.
 Clinton Metal Lamp Co.
 Consolidated Lamp & Glass Co.
 Cook Art Illg. Products Co.
 Delta Elec. Co.
 Faries Mfg. Co.
 Fibreduro, Inc.
 Friedley, Voshardt Co.
 Lightolier Co.
 Lyons & Jourdan
 McFadden & Co., H. G.
 Miller & Co., Edward.
 National X-Ray Reflector Co.
 Plaut & Co., L.
 Play-O-Lite Co.
 Rainaud Co., H. E.
 Retherford, R. Milt
 Shapiro & Aronson, Inc.
 Wirt Co., The
- Lighting, Decorative**
 Acme Ltg. Fixture Co.
 Cassidy Co., Inc.
 Colonial Lamp & Fixture Wks.
 Consolidated Lamp & Glass Co.
 Cook Art Illg. Products Co.
 Crescent Art Metal Co.
 Duplex Lighting Works of G. E.
 Fibreduro, Inc.
 Holophane Glass Co.
 Lightolier Co.
 Mid West Chandelier Co.
 Rainaud Co., H. E.
 Ward & Co., Robt. J.
- Lighting Fixtures (See Fixtures)**
- Lighting, Industrial**
 Americolite Co.
 Beardslee Chandelier Mfg. Co.
 Benjamin Elec. Mfg. Co.
 Cassidy Co., Inc.
 Duplex Lighting Works of G. E.
 Faries Mfg. Co.
 Fibreduro, Inc.
 General Electric Co.
 General Gas Light Co.
 Holophane Glass Co., Inc.
 Hubbell, Inc., Harvey
 Hygrade Lamp Co.
 Macbeth-Evans Glass Co.
 Mitchell Vance Co., Inc.
 Moe-Bridges Co.
 National Lamp Works of G. E.
 Plaut & Co.
 Shapiro & Aronson, Inc.
- Lighting Units**
 Ceilite Corp.
 Duplex Lighting Wks.
 Frink, Inc., I. P.
 Plaut & Co.
 Service Elec. Mfg. & Supply Co.
 Shapiro & Aronson, Inc.
 Solar Light Co.
- Locators, Radiant**
 Betts & Betts, Inc.
 Eagle Elec. Mfg. Co.
 Smith & Co., T. C.
 Starlite Mfg. Co.
- Logs, Elec. Fireplace**
 Strait & Richards
 Universal Elec. Stage Light Co.
- Marine Wiring, Fittings & Fixtures**
 Appleton Electric Co.
 Bryant Electric Co.
 Eagle Elec. Mfg. Co.
 Steel City Elec. Co.
- Medical Accessories**
 Signal Elec. Mfg. Co.
- Moldings**
 American Wiremold Co.
 Appleton Electric Co.
 National Metal Molding Co.
- Motors, A.C.**
 A. C. Electric Mfg. Co.
 Allis-Chalmers Mfg. Co.
 Century Electric Co.
 Crawford Mfg. Co.
 Domestic Electric Co.
 General Electric Co.
 Gen'l Railway Signal Co.
 Holtzer Cabot Co.
 Racine Elec. Co.
 Reynolds Electric Co.
 Robbins & Myers Co., The
 Sprague Elec. Wks. of G. E.
 Star Elec. Motor Co.
 Westinghouse Electric & Mfg. Co.
- Motors, D.C.**
 Domestic Electric Co.
 General Electric Co.
 Gen'l Railway Signal Co.
 Holtzer Cabot Co.
 Racine Elec. Co.
 Robbins & Myers Co., The
 Sprague Elec. Wks. of G. E.
 Star Electric Motor Co.
 Westinghouse Electric & Mfg. Co.
- Motors, Phonograph**
 Efficiency Electric Corp.
 Shelton Elec. Co.
- Motors, Sewing Machine**
 Racine Elec. Co.
 Shelton Elec. Co.
- Newspaper & Magazine Advertising**
 Cleveland Plain Dealer
 Novelties (See Toys and Novelties)
- Office Equipment, Contractor's**
 Flexlume Sign Co.
- Packing Boxes**
 Gair Co., Robt.
 Grand Rapids Showcase Co.
- Packing Materials**
 Cromwell Paper Co.
 Gair Co., Robt.
- Panel-Boards (See Switchboards)**
- Paper, Waterproof**
 Cromwell Paper Co.
- Paper, Anti-Rust and Anti-Tarnish**
 Cromwell Paper Co.
- Paper, Wrapping**
 Cromwell Paper Co.
- Percolators, Electric**
 Empire Transformer Co.
 Waage Electric Co.
 Westinghouse Electric & Mfg. Co.
- Phonographs, Electrically Driven**
 Burns-Pollock Elec. Mfg. Co.
 Lakeside Supply Co.
- Plants, Light and Power**
 Allis-Chalmers Mfg. Co.
 Columbian Bronze Corp.
 Crawford Mfg. Co.
 Delco Light Co.
 Goulds Mfg. Co.
 Lightolier Co.
 Universal Motor Co.
 Westinghouse Electric & Mfg. Co.
- Plugs, Attachment, and Caps**
 American Insulator Co.
 Arrow Electric Co.
 Benjamin Elec. Mfg. Co.
 Bryant Electric Co.
 Esler Elec. Mfg. Co.
 Freeman Elec. Co., E. H.
 General Electric Co.
 Hubbell, Inc., Harvey
 Metropolitan Elec. Mfg. Co.
 Nat'l Metal Molding Co.
 Propp Co., M.
 Reynolds Electric Co.
 Richards & Co., George C.
 Sears, Henry D.
 Smith & Co., T. C.
 Trumbull Elec. Mfg. Co.
 Ward & Co., Robt. J.
- Plugs, Heater Cord**
 Beaver Mch. & Tool Co.
 Eagle Elec. Mfg. Co.
- Plugs, Spark**
 Hartford Machine Screw Co.
- Polishers and Buffers**
 General Electric Co.
 Robbins & Myers Co., The
- Porcelain**
 Cook Pottery Co., The
 Illinois Elec. Porcelain Co.
 Woolley, W. Douglas
- Portables (See Lamps, Portable)**
- Projectors, Electric**
 General Electric Co.
 Westinghouse Electric & Mfg. Co.
- Pull Sockets**
 A. & W. Electric Sign Co.
 Arrow Electric Co.
 Benjamin Elec. Mfg. Co.
 Bryant Electric Co.
 Hubbell, Inc., Harvey
 McGill Mfg. Co.
 Nat'l Metal Molding Co.
 Sears, Henry D.
 Tremont Products Co.
 Wirt Co., The
- Pumps, Automobile**
 Hartford Mch. & Screw Co.
- Pumps, Motor Driven**
 General Electric Co.
 Goulds Mfg. Co.
 Hartford Machine Screw Co.
- Push Buttons**
 Benjamin Elec. Mfg. Co.
 Connecticut Tel. & Elec. Co.
 Edwards & Co.
 General Electric Co.
 Murdock, Wm. J., Co.
 Stanley & Patterson
- Radiators**
 Eastern Elec. & Mfg. Co.
- Radio Apparatus**
 Acme Apparatus Co.
 Boissonnault Co., Inc., G.
 Brandes, Inc., C.
 Connecticut Tel. & Elec. Co.
 Coto-Coil Co.
 Federal Tel. & Tel. Co.
 Jewett Mfg. Co.
 Murdock Co., Wm. J.
 National Lamp Works of G. E.
 Radio Mfg. Co.
 Signal Elec. Mfg. Co.
 Westinghouse Electric & Mfg. Co.
- Ranges, Combination**
 Duparquet, Huot & Monse Co.
- Ranges, Electric**
 Duparquet, Huot & Monse Co.
 Holtzer Cabot Co.
 Rutenber Elec. Co.
 Westinghouse Electric & Mfg. Co.
- Receptacles, Base Board and Wall**
 Arrow Electric Co.
 Benjamin Elec. Mfg. Co.
 Esler Elec. Mfg. Co.
 Freeman Elec. Co., E. H.
 General Electric Co.
 Hubbell, Inc., Harvey
 Metropolitan Elec. Mfg. Co.
 Nat'l Metal Molding Co.
 Trumbull Elec. Mfg. Co.
 Woolley, W. Douglas
- Rectifiers**
 Efficiency Elec. Corp.
 Westinghouse Electric & Mfg. Co.
- Reflectors (See Shades and Reflectors)**
- Resistance Units**
 Cutler-Hammer Mfg. Co.
 Gen'l Railway Signal Co.
 Westinghouse Electric & Mfg. Co.
 Wirt Co., The
- Rheostats**
 American Flyer Mfg. Co.
 Cutler-Hammer Mfg. Co.
 General Electric Co.
 Westinghouse Electric & Mfg. Co.
- Rolls, Wringing**
 American Wringer Co.
- Rosettes**
 Arrow Elec. Co.
 Fibreduro, Inc.
 Freeman Elec. Co., E. H.
 Sears, Henry D.
 Woolley, W. Douglas
- Searchlights (See Projectors Electric)**
- Sectional Cabinets**
 Stevens & Co.
- Shade Accessories, Lamp**
 Borgfeldt & Co., Geo.
 Cook-Art Illg. Prods. Co.
 Holophane Glass Co.
 Modern Wire Specialty Co.
 Rainaud Co., H. E.
- Shade Holders**
 Appleton Electric Co.
 Arrow Elec. Co.
 General Electric Co.
 Holophane Glass Co.
 Hubbell, Inc., Harvey
 Hyman, Henry
 National X-Ray Reflector Co.
 Sears, Henry D.
 White Mfg. Co., J. H.
- Shades and Reflectors**
 Beardslee Chandelier Mfg. Co.
 Consolidated Lamp & Glass Co.
 Cook-Art Illg. Prods. Co.
 Duplex Lighting Wks.
 Faries Mfg. Co.
 General Electric Co.
 Holophane Co., Inc.
 Hubbell, Inc., Harvey
- Signal Systems**
 Connecticut Tel. & Elec. Co.
 Signal Mfg. Co.
- Signs, Electric**
 A. & W. Electric Sign Co.
 Flexlume Sign Co.
 Frink, Inc., I. P.
- Sockets, Delayed Extinguishing**
 Tremont Products Co.
- Sockets and Receptacles (See also Pull Sockets)**
 Arrow Electric Co.
 Benjamin Elec. Mfg. Co.
 Commercial Enclosed Fuse Co.
 Coto-Coil Co.
 Eagle Elec. Mfg. Co.
 Freeman Elec. Co., E. H.
 General Electric Co.
 Hubbell, Inc., Harvey
 Hyman, Henry
 Metropolitan Elec. Mfg. Co.
 Nat'l Metal Molding Co.
 Sears, Henry D.
 Stanley & Patterson
- Stage Lighting Apparatus**
 Frink, Inc., I. P.
 General Electric Co.
 National X-Ray Reflector Co.
- Universal Electric Stage Lighting Co.**
- Stampings, Brass, etc.**
 B & L Metal Stamping Co.
 Beaver Mach. & Tool Co.
 O. K. Machine Co.
 Westgard Elec. Co.
- Starters, Motor**
 General Electric Co.
 Westinghouse Electric & Mfg. Co.
- Store Equipment**
 Flexlume Sign Co.
 Grand Rapids Showcase Co.
 McLean Mfg. Co., W. B.
 Palm Bros. Co.
 Stevens & Co.
- Store Fixtures (See Fixtures, Lighting, Show Case and Window)**

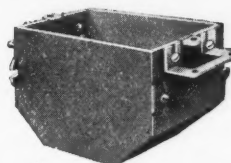
(Continued on page 183)



Fullman Adjustable Floor Outlet



Fullman Non-Adjustable Floor Outlet



Improved "Steel City" Switch Box

Mr. Contractor and Dealer—

ARE you PREACHING the gospel of "More Convenience Outlets" to architects and owners?

When you figure the average wiring job, do you put in a special estimate for doing the work the way it ought to be done—the way it will eventually be done but at extra unreasonable cost?

The chandelier must go into the discard as a medium for supplying current to electrical devices.

More floor outlets, receptacle and switch boxes must be installed if current-consuming devices are to be used daily as a necessity instead of an occasional luxury.

Write us for sample of our new *Improved Switch Boxes* and ask for a copy of our Catalog No. 33-B. You'll want one of those Souvenir Pencils with the thick lead too.

Steel City
Pittsburgh



Electric Co.
Pennsylvania

WHAT AND WHERE TO BUY—Continued from page 181

Stoves, Electric

Duparquet, Huot & Mo-
nouse Co.
Redtop Elec. Co., Inc.
Rutenber Elec. Co.
Safety Utility Economy
Co.
Westinghouse Electric &
Mfg. Co.

Stoves, Table (See Grills and Table Stoves)

Supplies, Wiring, Electric
Arrow Electric Co.
Chicago Fuse Mfg. Co.
General Electric Co.
Johns-Manville Co., H. W.
National Metal Molding Co.
Rome Wire Co.

Switchboards

Adam Electric Co., Frank
Benjamin Elec. Mfg. Co.
Federal Tel. & Tel. Co.
General Electric Co.
General Railway Signal Co.
Metropolitan Elec. Mfg. Co.
Sprague Elec. Wks. of G.E.
Trumbull Electric Mfg. Co.
Westinghouse Electric &
Mfg. Co.

Switchboard Materials

Burton-Rogers Co.
Johns-Manville, Inc.

Switches, Canopy

Beaver Mach. & Tool Co.

Switches, Clock Operated

A. & W. Electric Sign Co.
Campbell Electric Co.
Dimler Mach. & Tool Co.

Switches, Coupling

Beaver Mach. & Tool Co.

Switches, Disconnect

Dimler Mach. & Tool Co.
Metropolitan Elec. Mfg. Co.

Switches, Feed-Thru

Beaver Mach. & Tool Co.

Switches, Knife

Berry, A. Hall
Bryant Electric Co.
General Electric Co.
King-Craymer Elec. Mfg.
Co.
Metropolitan Elec. Mfg. Co.

Trumbull Electric & Mfg. Co.

Switches, Pendant

Beaver Mach. & Tool Co.

Switches, Plug

Beaver Mach. & Tool Co.

Switches, Push Button and Snap

Arrow Electric Co.
Beaver Mach. & Tool Co.
Connecticut Tel. & Elec.
Co.

Cutler-Hammer Mfg. Co.

Esler Elec. Mfg. Co.
General Electric Co.
Hubbell, Inc., Harvey
McGill Mfg. Co.

Metropolitan Elec. Mfg. Co.

Sears, Henry D.
Trumbull Electric Mfg. Co.
Westinghouse Electric &
Mfg. Co.

Switches, Safety

Adam Electric Co., Frank
Johns-Manville, Inc.
Metropolitan Elec. Mfg. Co.

Trumbull Electric Mfg. Co.

Wadsworth Elec. Mfg. Co.
Woolley, W. Douglas

Switches, Time

A. & W. Electric Sign Co.
Campbell Electric Co.
Dimler Mach. Tool Co.

Table Appliances, Electric

Air-O-Mix Corp.
Electro-Weld Co.
Fitzgerald Mfg. Co.
Russell Electric Co.

Waage Elec. Co.

Wadsworth Elec. Mfg. Co.
Ward, Robert
Westinghouse Electric &
Mfg. Co.

Tape and Cloth Insulating

Clifton Mfg. Co.
D. & W. Fuse Co.
Johns-Manville Inc.

U. S. Rubber Co.

Westinghouse Electric &
Mfg. Co.

Telephones

Boissonnault Co., Inc., G.

Federal Tel. & Tel. Co.

Radio Mfg. Co.
Stanley & Patterson
Stromberg & Carlson

Testing Devices, Meter

Johns-Manville, Inc.

Testing Laboratories (See Laboratories, Testing)

Theater Apparatus, Electric

General Electric Co.
Strait & Richards, Inc.
Westinghouse Electric &
Mfg. Co.

Toasters, Electric

Borgfeldt Co., Geo.
Duparquet, Huot & Mo-
nouse Co.

Electro-Weld Co.

Fitzgerald Co., The
Russell Electric Co.
Rutenber Elec. Co.

Westinghouse Electric & Mfg. Co.

Tools, Wiring

American Plaster Drill Co.
Hykon Mfg. Co.
Martin & Sons, H. P.

Peerblow Mfg. Co.

Westinghouse Electric &
Mfg. Co.

Torches, Blow, Gasoline, Kerosene and Alcohol

Peerblow Mfg. Co.

Toys and Novelties, Electric

Borgfeldt & Co., Geo.
Empire Transformer Co.
Fibreduro, Inc.
Radio Mfg. Co.

Transformers, Bell Ringing

Betts & Betts, Inc.
Empire Transformer Co.
General Electric Co.

Signal Elec. Mfg. Co.

Standard Transformer Co.
Westinghouse Electric &
Mfg. Co.

Transformers, General

Acme Apparatus Co.
Betts & Betts, Inc.
Empire Transformer Co.
General Electric Co.
General Railway Signal
Co.

Westinghouse Electric & Mfg. Co.

Vacuum Cleaners, Electric

Apex Electrical Distribut-
ing Co.
Birtman Electric Co.

Borgfeldt & Co., Geo.

Clements Mfg. Co.
Electric Vacuum Cleaner
Eureka Vacuum Cleaner
Co.

Geier Co., P. A.

Hoover Suction Sweeper
Co.

O. K. Machine Co.

Philadelphia Elec. Co.,
Supply Dept.

Pittsburgh Gage & Supply Co.

Pneuvac Co.
Torrington Co., The
United Electric Co.

Wise-McClung Mfg. Co.

Vibrators, Electric

Fitzgerald Mfg. Co.
Geier Co., P. A.

Shelton Elec. Co.

Violet Ray Specialties

Jorgensen Co., Inc., John
Shelton Elec. Co.

Sterling Electrical Corp.

Wall Receptacles (See Re- ceptacles — Base Board and Wall)

Washing Machines, Clothes, Electric

American Ironing Mach. Co.
Apex Appliance Co.
Apex Electrical Distribut-
ing Co.

Brammer Mfg. Co., H. F.

Central Mfg. Co.
Coffield Washer Co., The
Davis Sewing Machine Co.

Dawn Mfg. Co.

General Railway Signal Co.
Getz Power Washer Co.
Haag Bros. Co.

Hurley Machine Co.

James Washing Machine
Co.
Laundrette Mfg. Co.
Maytag Co.
Meadows Mfg. Co.
Minier Mfg. Co.

Nineteen Hundred Washer Co.

Pittsburgh Gage & Supply
Co.

Press Co., Wells H.

Sunny-Line App. Co.
Superior Machine Co.
Sunbeam, Domestic
Appliance Co.

Voss Bros. Mfg. Co.

White Lily Mfg. Co.

Water Heaters, Electric

Aetna Elec. Appliance Co.
Duraelectric Corp.

Electric Boiler Corp.

Safety Utility Economy
Co.

Sterling Electrical Corp.

Water Supply Systems, Elec- tric

Goulds Mfg. Co.

Wire Magnet

Chicago Fuse Mfg. Co.
Rockbestos Products Corp.

Rome Wire Co.

Wire Shade Frames

Modern Wire Specialty Co.

Wire and Cable

A. A. Wire Co.
Atlantic Insulated Wire &
Cable Co.

General Electric Co.

Indiana Rubber Insulated
Wire Co.

National Metal Molding Co.

Rockbestos Products Corp.
Rome Wire Co.

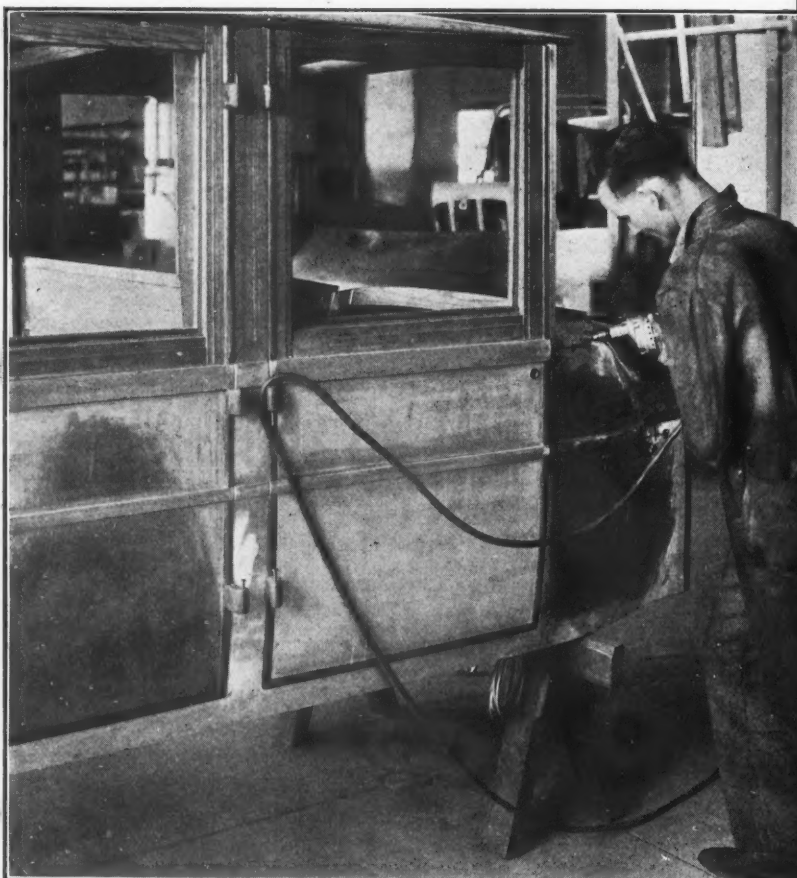
Simplex Wire & Cable Co.

Sprague Elec. Wks. of G.E.
Tubular Woven Fabric Co.
U. S. Rubber Co.

Wireless Apparatus (See Radio)

Wringers, Clothes

American Wringer Co.
Nineteen Hundred Washer
Co.
Voss Bros. Mfg. Co.



Royal Cord

—the new rubber-covered portable electric cord that is making exceptional records for its great resistance to wear. Has no exposed fabric to become frayed or rot. Ask your Jobber or our nearest Branch.

United States Rubber Company

WIRE DIVISION
1790 Broadway, New York

Foreign Distributors:
United States Rubber Export Co., Ltd.,
1790 Broadway, New York

Factory:
NATIONAL INDIA RUBBER CO.
Bristol, R. I.

Branch Offices and Warehouses:

Boston	Detroit	Salt Lake City
Chicago	Seattle	San Francisco
Denver	Los Angeles	New York



Here's the Washer for Christmas Selling

The All-Metal Thor "32" With the Luminoid Cylinder

Get your share of the Xmas Business that is going to dealers who handle the new Model "32" Thor Washers.

This *all-metal* machine with the *Luminoid cylinder* will amply reward you for sales effort you put behind it. It represents the last word in washer development and efficiency.

The Thor in itself is a mighty good sales proposition. Backed by *Southern Service* it is doubly profitable.

We have on hand a large supply of these machines which we can ship on instant notice. Send us your rush orders and let us demonstrate how

"Southern Service Satisfies"

Southern Electric Company
Baltimore, Md. Richmond, Va.



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A. & W. Electric Sign Co.	46-47	Federal Tel. & Tel. Co.	167	Pennsylvania Sales & Exp. Co.	107
Acme Apparatus Co.	167-170	Fibreduro, Inc.	96	Philadelphia Electric Company Supply Dept., The	179
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Adam Electric Co., Frank	172	Fitzgerald Mfg. Co.	77	Pittsburgh Gage & Supply Co.	19-20
Aetna Elec. Appliance Co.	174	Flexlume Sign Co.	165	Plain Dealer, The Cleveland	12
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American Insulator Corp.	169			Positions Vacant and Wanted	176
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Apex Elec'l Spec. Co.	115	Getz Power Washer Co.	23		
Apex Electrical Distributing Co.	74-75	Gillespie-Elden Corp.	166		
Appleton Electric Co.	160	Gillette Clipping Machine	179		
Arrow Electric Co.	57	Goulds Mfg. Co.	15		
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Artistic Lighting Fixture Corp.	115				
Atlantic Insulated Wire & Cable Co.	179				
B. & L. Metal Stamping Co.	113	Haag Bros. Co.	136		
Barnett Foundry & Machine Co.	173	Hartford Mche. & Screw Co.	174		
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Burton-Rogers Co.	179				
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Century Electric Co.	156	Ivanhoe-Regent Works of G. E.	6		
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Empire Transformer Co.	78				
Enameled Metals Co.	171				
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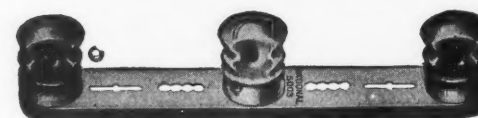
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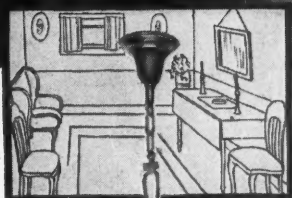
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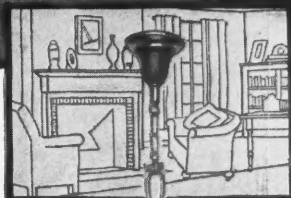
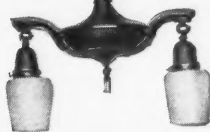
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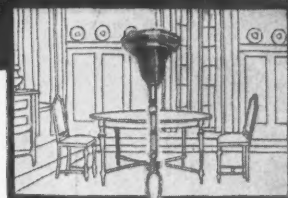
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